

The NATIONAL UNDERWRITER

Life Insurance Edition



RICHARD C. MALONE

Dick Malone is our District Manager in the bustling little city of Freeport, in northern Illinois. (Population 22,366.) He signed his Franklin contract in June, 1945. Here is the record for each of the four full years of his Franklin association:

Cash Income	
1946	\$ 8,279.42
1947	10,523.96
1948	10,014.39
1949	10,617.53
Total . . .	\$39,435.30

We are very proud of our fine associate
Richard C. Malone.

My only regret— I waited too long...

Mr. Chas. E. Becker, President
The Franklin Life Insurance Company
Springfield, Illinois

Dear President Becker:

As I anticipate another anniversary with the friendly Franklin (and I do mean *friendly*), I can't help but make a comparison with the preceding seven years with one of the big three combination companies.

My only regret is that I hesitated too long in making the change. I have more than doubled the income made with my former connection. Actually it has been in excess of \$10,000 each year since the first. This I attribute to the fact that I have the wonderful Franklin exclusive contracts to present for the benefit of my clients. My ability as a salesman is very mediocre.

The financial return is only a part of the picture. I have also enjoyed the pleasant cooperation of the Home Office; the convention trips to Colorado and Mexico for Mrs. Malone and myself; the National Quality Awards; the golf clubs, my son's bike, and many other prizes offered by the company for just doing a very pleasant service for my policyholders.

Believe me, I am very happy.

Sincerely,

R. C. Malone



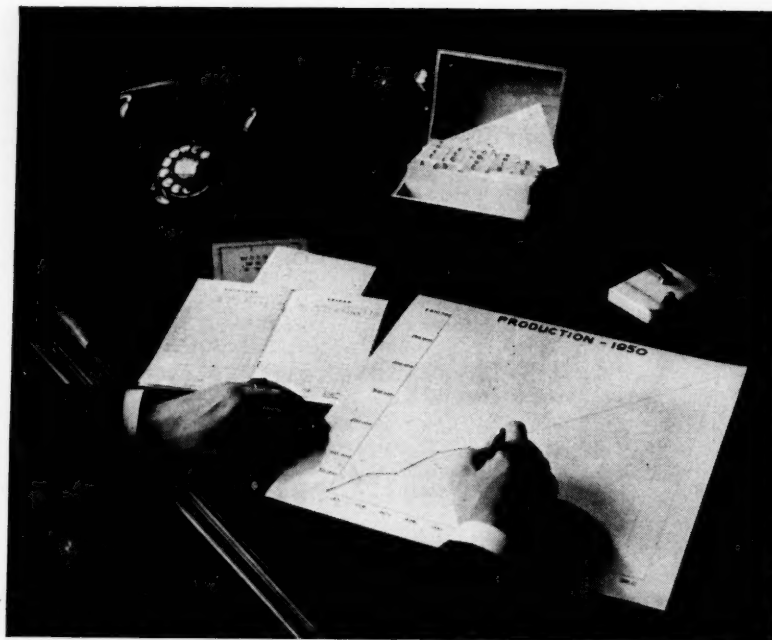
The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT SPRINGFIELD, ILLINOIS
DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

OVER \$800,000,000 INSURANCE IN FORCE

FRIDAY, JUNE 2, 1950



THE PAST—A GUIDE TO THE FUTURE

By L. Opie Chancellor, Baltimore-Washington Agency

It is a good idea now and then to look back to see where we have been and to plan where we are going. But, in order to plan in this business it is necessary to keep a few essential records in order to plot our course effectively.

First, the setting of a yearly quota has proven valuable to me. That figure inspires a competitive spirit and makes me work. I just can't maintain consistent production without consistent effort.

At the start of last year my records showed that I had to make 50 calls a month in order to have 25 selling interviews and make five sales—a ratio of 50 to 25 to 5. My average sale had to be \$10,000 to meet my quota of \$50,000 per month.

I began the year by using the 50 to 25 to 5 ratio and results were satisfactory until the end of September when I raised the ratio to 75 to 35 to 7, which I maintained to the year's end and thereby all but reached the goal I had set—\$600,000.

In any review of my sales activities or plans for the future, I must

give credit to one of the greatest sales tools a life insurance salesman ever had—the Provident's "Chart for Living."* I started using the Chart soon after I entered the business—and, during six months of my first year, made 15 Chart sales for a total of \$153,000. The next year my Chart sales alone totaled 24 cases for \$330,000, an average of \$13,750. My Chart sales over the last 3½ years add up to \$926,000 from 73 sales, for an average of \$12,700. Need I say that my plans for 1950 include the "Chart for Living."

Of course, the Chart is not applicable to all cases and I have sold an equal volume by other means. It is significant, however, that my average Chart sale is considerably larger than the non-Chart sale.

For the balance of this year, and in the years ahead, my plans include no substitute for work—only more of it, in an organized and effective pattern—and continued use of the "Chart for Living."

*The "Chart for Living" is a colored graph, used by Provident Agents, showing monthly income from life insurance, social security, investments, etc.



Sales Ideas from "Provident Notes"

published by

PROVIDENT MUTUAL LIFE INSURANCE COMPANY of PHILADELPHIA, PA.

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E. H. Mears Named to Top Life Insurers Conference Post

"Americanism" Main Theme of Annual Meeting; Progress at New High

A black and white portrait of a man with dark hair, wearing a suit and tie. He is looking directly at the camera with a neutral expression. The background is a light, textured gray.

Theo. Widing

Abell, J. Miles, (1) Southwestern Life, Houston; Abramowitz, J. Max, (1) Reliance, Baltimore; Abramowitz, S. Morris, (1) Reliance, Baltimore; Adams, Lewis Co., (5) Reserve, Columbus; Adelman, David, (2) Mutual Benefit Life, New York City; Albert, Antonio, (5) North American of Toronto, Quebec; Albright, M. Lee, (1) Equitable Society, Chicago;

This is a popular, but by no means the only system that has sprung up recently for lowering group casualty premiums at the front end, so to speak, in addition to low retentions or high

(CONTINUED ON PAGE 24)

* Sounding the "Americanism" keynote of the meeting, J. D. Morse, president of Home State Life, president, said life insurance executives should get out of the "middle of the road" attitude and take a stand against the socialistic policies the government is advocating. "Even though belatedly, we should at least attempt to inform our policyhold-

President—E. H. Mears, president
Union Life of Virginia.
1st vice-president—I. M. Sheffield,
Jr., executive vice-president Life of
Georgia.
2nd vice-president—A. C. Tobias,
president Palmetto State Life.
Secretary—J. R. Anthony, Jr., secre-
tary-treasurer Suwannee Life.

The trust of the 80 million policyholders constitutes not just a money trust, but embodies a faith in the American concept of life, he said. As leaders in the companies holding these funds, they are obligated not only to protect the life insurance savings, but to be vigorous in their efforts to preserve the economic system whereby these millions of people are enabled, through their own choice, to make the investments which express their confidence and faith in life insurance.

Weekly premium and combination agents are a "great army of walking ambassadors" that may well constitute "the strongest defense against any possible threat to socialize or nationalize life insurance" the Life Insurers Conference declares in a booklet which was distributed at the meeting. As the "advanced men of life insurance," these

Callihan, Tressler W., (2) Home of N. Y., Boston; Campbell, Frank J., Jr., (3) Conn. General, Philadelphia; Campbell, Richard W., (1) Fidelity Mutual, Altoona, Pa.; Caputi, N. G., (1) Fidelity Mutual, Providence; Carlin, Earl V., (3)

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ARCHIBALD WARNS ON JUMBO POLICIES

Cites Selection Risks in Marital Deduction, Juvenile, Business Cover

While policies of large amounts have shown satisfactory mortality experience in recent years, the result may be very different if a depression develops, J. O. Archibald, Bankers of Iowa, said at the meeting of the Home Office Life Underwriters Assn. in New York City. Though selection has improved, he said underwriters cannot disregard the experience of the past.

Mr. Archibald warned that if there appears to be a speculative factor in large cases long run experience will not be satisfactory. He said underwriters tend to become more liberal in issuing insurance in good times when they should be more conservative.

Mr. Archibald mentioned the great growth of business insurance, the use of large amounts of life insurance for estate taxes, for insurance on the wife's life in view of the provisions of the 1948 tax law that included the marital deduction, developments in the sale of juvenile, and key-man and partnership coverage as presenting problems that merit underwriting concern.

Gambling Situations

Applications from wealthy individuals for large amounts of insurance to pay federal and state taxes present special problems, he said. Life insurance is usually purchased to replace income but with wealthy individuals the major part of their income may be from earnings on investments and these earnings do not cease at death. Where a "gambling situation" is involved so that the use of insurance is an attempt to enhance the value of the estate, it is speculative and should not be granted, he said.

He said he was not trying to discourage sales but rather citing situations requiring control or caution.

Since the federal estate tax laws were revised in 1948 to permit the marital deduction, he said companies had been asked to write large amounts of insurance on the lives of wives of wealthy individuals. When the wife has considerable means of her own the problem is similar to that of any other wealthy individual.

Insurance on Wife

There is no estate problem at her death if she dies first. There is a problem if she dies after her husband at the time the estate is passed on to the children, he said. Under the former law the amount required if she died within five years after his death was much smaller than if she survived him by more than five years. He said that a large amount of insurance on the wife's life could only be justified if the husband carried a corresponding amount, generally much higher on his own life.

An estimate should be made of how liquid the estate will be at the time of the wife's death and what amount will be available from other sources to meet the taxes without selling or sacrificing part of the estate. He had never been able to justify an amount of insurance sufficient to cover the entire estimated tax, he said.

SPECULATION

Frequently, he said, an application is presented on the life of a young person where an older person is named owner and beneficiary. Often the relationship is father and son but in other instances it may not be nearly so close. This may be done to provide retirement income for the older person who is perhaps uninsurable or because the cost is less on

younger lives, but he warned, if the insured should die early the proposed plan would be definitely better and would represent a gamble from the buyer's standpoint.

The older life is not dependent on the younger life and would not necessarily be adversely affected in the event of the death of the younger life. In cases like this there does not appear to be sufficient insurable interest. He suggested substitution of an annual premium retirement annuity on the proposed owner's life instead. Part of the problem has been brought about by the greater variety of options available under the settlement options than under retirement annuities. In addition, the commissions are usually higher for the insurance contract than for the annuity.

Speculative cases where younger persons buy insurance on the lives of their elderly parents should be carefully scrutinized. Though the reason offered may be the provision of funeral expense money, frequently it happens that the elderly parent is in better financial condition than the buyer.

Partnership Valuation

On partnership insurance, he expressed concern over the evaluation of the partner's interest and asked whether the entire amount should be covered by insurance. Business conditions are favorable now, he said, but this may not always be true. In many cases the amount of insurance should be some-

what less than the full value. Consequently, when a request for the full amount is received it should be investigated carefully.

He mentioned that some producers have suggested that in business insurance cases involving three partners the amount of insurance on each life should be one-half of the total rather than one-third. The reason given for this is that the surviving two partners would be underinsured at the time of the first death and then might be uninsurable. He said that there is admittedly over-insurance at the beginning but that the excess insurance is being purchased to meet a contingency that may never arise while the partners are together in business.

Key Man Coverage

In the small corporation built up and controlled by one man, insurance on his life is in the nature of personal insurance and should be considered as such. In the medium size corporation where the real need arises for key man coverage several questions need to be answered. It should be ascertained if the key man is really that and not just someone with an important sounding title.

Another clue may be found in the question of whether similar insurance is being requested on other important individuals in the organization. The life to be insured may not be aware of a change in his health or appearance

though the associates may recognize it. Severe anti-selection can arise in the case of key-man insurance, he said, according to experience, not only at the time of issue but when the man leaves his present employer to go to another organization.

BUSINESS INSURANCE

In determining whether the amount of insurance is reasonable his company uses an amount equal to five times the annual income received from the corporation and varies this amount depending upon circumstances. In a newly formed enterprise, for example, the amount of key-man compensation may be low because the company cannot afford to pay a high salary. If the man involved is under age 40 they may issue more than five times the amount of compensation.

Caution is needed where large amounts are sought because the particular corporation has shown very substantial profits and statements are made that the entire amount is due to the ability of a key man. Consideration should be given to the industry in which the individual is engaged and whether his firm has a better record than others. It may be that business conditions are such that all concerns in the field have made reasonable profits in that particular year. Because profits vary widely he suggested a more satisfactory answer can be obtained by considering a man's income from the corporation rather than the profits of the organization in a particular year or over a short term of years.

Older Key Men

If key men are in their late 50s or early 60s he said that key man coverage was not justified because the individual is approaching the time when he would normally retire from business. Good business practice would suggest that a successor or understudy be employed then or in the near future and it is a mistake, Mr. Archibald said, to substitute insurance for good business judgment. If there is an outstanding individual under age 40, however, more than five times the compensation can be justified because the individual will usually stay for a considerable time.

At other times it is necessary to consider how long the key man has held his job. It doesn't seem reasonable, he said, that a man who has been placed in a job within the last year or so has become so valuable that a very large amount of insurance is justified on his life.

He also pointed out that doubt about the applicant's physical condition must be watched very carefully. It is important in business insurance where a highly intelligent buyer can take advantage of the situation unless careful selection methods are used.

Institutional Buyers

In the last year or two, he said, applications had been made for large amounts of insurance where the individual to be insured is the key man in a private educational or religious institution. It is difficult to use the regular income rule since income will be low compared to that received in a business. The purpose of the insurance usually given is that if the individual died the institution would lose heavily because of his fund-raising or administrative ability. In the case of a large religious in-

(CONTINUED ON PAGE 24)



The Life Value Concept

There is no concept of life insurance more fundamental or more important than the concept of life insurance as a means of insuring financial life values. Yet it is a concept which is not clearly etched in the minds of many life underwriters, and one which is not used in the field as widely as it should be. For the life value concept is an idea which will make sales where none existed before, and make larger sales where small ones were made.

If we are to have an adequate grasp of the financial life value concept, we must begin by recognizing that life insurance insures a value just as tangible as any other form of property. The dollars-and-cents value of a man's earning power is enormous; and the sales insistence which comes into being when we present the prospect's financial worth to him in proper perspective is also enormous.

Insurance in Force May 1, 1950—\$445,164,753

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Sampling of 1949 Buyer Is Taken by L.I.A.M.A.

The first report on the 1949 buyer, which surveys characteristics of the ordinary life insurance purchaser, has been published by L.I.A.M.A. This is based on studies of 24,817 policies in the amount of \$100,550,700 applied for from 64 companies during May, 1949.

Included is information on the adult insured's sex, age, marital status, income, occupation and previous ownership of insurance. There is also a breakdown of sales by ordinary and combination agents. The report is confidential.

There was a slight decline in the proportion of women buyers in the past seven years, both in volume and number of policies. Females have increased their size of policy at a lower rate than have the males.

Twenty-two percent of all buyers of adult policies in 1949 are women. However, only 18% of those who buy from ordinary agents are females, compared with 27 percent on the debit. Male policies are nearly three times as large as female.

Policies sold by ordinary agents are about one and three quarters times as large as those sold by debit agents for both males and females.

Ordinary agents find most of their male clients in the 25 to 29 age group, and 54% of their male buyers are 20 to 34 years old. A very large proportion of female buyers from ordinary agents are between 20 and 24, and 60% of them are under 30. However, 10% are 45 or over. Thus, a great difference between the male and female market lies in the proportion of policies sold to buyers between 30 and 44.

For the combination agent, more than half of the male buyers are younger than 30, with almost a third below age 25; two thirds of the women are below age 30 and one half below 25.

For ordinary agents the age groups of 30-34 and 35-39 each contribute 20% of the volume sold. The 20-24 group of males accounts for only 11% of volume. For women, 16% of the volume is in the 35-39 age group, with young females buying the smallest policies.

Group Below Age 25

In the combination market, for males there is a slight tendency for the group below 25 to contribute less by volume than by number, but the effect is practically absent for females.

Among males who buy from ordinary agents, there is a rapid increase in average size policy from age 15 to 39. From 39 on, there is a very slight decrease, although in none of the older age groups does the average size policy drop as low as that for an age group below 30.

For combination agents, male buyers increase their average size policy with age until reaching a peak at age 30-34. The decline beyond this age is more marked with the average of all men above 44 falling below the average for men 20 to 24.

Comparing the market in 1949 with that of 1942, there was a somewhat higher concentration of buyers in the age brackets which buy the highest average policies. For all groups of buyers, smaller proportions are over 50 or under 25 years of age.

Little change since 1942 in the market according to marital status was discovered. There may be a trend, however, for agents to find more buyers among married prospects and more women buyers among widows and divorcees. There is a high proportion of widowed, divorced or separated females making up the feminine market.

The distribution of policies between ordinary and combination agents on the basis of number is identical with that found in 1942, but volumewise, the ordinary agent now sells 72% of the business compared with 68% seven years ago.

Canada's Prime Minister Visits Great-West Life



Visiting headquarters of the Manitoba Flood Relief Fund in the head office of Great-West Life, Louis St. Laurent, prime minister of Canada, chats with H. W. Manning, general chairman of the fund and vice-president and managing director of Great-West. He is shown handing Mr. Manning a statement expressing unqualified approval and support of the work of the fund. Less than a week after the fund opened, \$1 1/4 million had been subscribed. The goal is \$10 million. An early contributor was Great-West, with \$25,000.

Conn. Trust Council Elects

Connecticut Life Insurance & Trust Council has elected G. Harold Welch of New Haven president to succeed Kenneth V. Robinson of Waterbury.

Charles K. Gordy, New Haven, was named vice-president; Frank S. Brainard, New Haven, treasurer, and Henry J. Thomas, Meriden, secretary.

Selection Men Reassured

Atomic Rays, Jet Noises Rigidly Curbed for Safety

The exposure of individuals working in plants of the atomic energy commission to harmful radiation is almost "negligible" under "normal" operating procedures, Col. R. C. Stratton, Travelers, told the occupational committee of the Home Life Underwriters Assn. at its meeting at New York.

In reporting to the group in his capacity as its liaison man with the AEC he presented a resumé of developments in the field and described the work he has done surveying new plants and resurveying older ones and the effect of these surveys on the status of persons employed in them from the underwriting viewpoint. An area monitoring system is used to determine how much radiation a person is subject to.

Catastrophe Improbable

In his own opinion and in that of the AEC safeguard committee a catastrophe is possible but highly improbable. He said that it shouldn't cause underwriters as much worry as "an explosion at a loading plant during the war." He attributed this to the careful safeguards used and because the effect of the exposure is gradual. He minimized the importance of the effect of radiation on surrounding civilian population. The safety record of employees in AEC plants is better than the national average as to number, frequency and severity of accidents.

Continual surveys are needed, he said, as the functions of installation change. Some insurers have received inquiries from individuals working in plants because of local publicity which indicated

that these plants had been resurveyed for life insurance purposes. Workers wanted to know if their rates were affected.

The increasing contributions of radioactive isotopes to medical and industrial advances were described by Dr. Nathan H. Woodruff, assistant chief of the isotopes division of the AEC. He explained their uses in surgery, cancer control, and in combatting leukemia and thyroid ailments. Their increasing use in industry, he said, is accompanied by careful control measures. He foresaw no resulting health hazards as the exposure of individuals is kept well below the danger point.

The dangers accompanying the manufacture of jet engines and the intensity and frequency of their sound components is well recognized, and industry, as fast as science shows it how, is doing something about it despite heavy cost, Clifford C. Payson, Connecticut General, reported. Workers on these engines are being given better physical protection. Personnel are carefully selected to avoid exposure of particularly susceptible individuals.

Dangers of Jet Sound

He said that the tremendous noise that comes from these engines damages not only hearing organs but other parts of the body as well. The loss of hearing by persons exposed is a very real possibility, he warned. He dispelled fear of fatal effects from air-borne sound. Fluid-borne sound has valuable medical uses such as the smashing of gallstones but he indicated that it also can be highly dangerous.

Morris Pitler, Mutual Life, discussed data he collected on the pottery industry. He said that lead poisoning has been practically eliminated and that silicosis cases, though still being reported, may be reduced by the definite improvement in dust elimination and improved housekeeping methods.

William C. Harrison, New York Life, presided at the occupational committee meeting.

Mr. Harrison was designated chairman of the joint educational committee of the Institute of Home Office Underwriters and the association as institute representative. He succeeds Pearce Shepherd, Prudential. Program chairman for the next meeting will be H. F. Gundy, Sun Life of Canada.

INFORMAL DISCUSSION

During an informal discussion W. E. Walsh, Equitable Society, said that his company is trying to develop and train young underwriters who understand the agency and sales point of view. It tries to get them into C.L.U. work early, wants them to attend agency meetings, and be able to write friendly letters to agents or policyholders. To develop initiative he tells his subordinates that underwriting rules are guides not gospel.

Marshall L. Cleaves, Home Life of New York, was chairman at this session.

A variety of suggestions was contributed on the value of rules calling for additional medical information when the policy is above a certain amount. There seemed to be agreement that one good medical examination was better than several special exams. One suggestion was that companies get a double part B of the examination but not the entire thing. One company reported on the basis of a limited study that it preferred to pay for electrocardiograms, x-rays, double medicals,

(CONTINUED ON PAGE 22)

Distributors

If some philanthropist were to visit a community and over a period of time distribute a heritage of several million dollars, that philanthropist would be regarded as a very important benefactor to that community.

Representing his life insurance company, an underwriter renders something of an equivalent service over a period of years and looks forward to continuing the work to many other families.

Acting as a counsellor for a life insurance estate of such size, an underwriter necessarily helps shape the life of that community, for his work will affect the future not only of the policyowner but of numerous beneficiaries, and as the beneficiaries receive the heritage of life insurance benefits and make day by day use of that money, the effect of the underwriter's work will be even more widespread.

THE PENN MUTUAL LIFE INSURANCE CO.

MALCOLM ADAM

President

INDEPENDENCE SQUARE, PHILADELPHIA

Effect of Excessive Use of Alcohol on Mortality Shown by Menge Study

NEW YORK—What was described by many in attendance as a major underwriting paper was delivered at the meeting of Home Office Life Underwriters Assn. by Walter O. Menge, vice-president Lincoln National, on mortality experience among cases involving alcoholic habits.

His study covered the mortality experience of his company from 1931-48 on alcoholic habits cases and included 72,658 policy years and 758 death claims. It is the most extensive study of its kind since the repeal of prohibition and contains seven tables of detailed statistics.

Mortality ratios indicated excessive mortality for all classes, with unusually high ratios being shown for all classes except steady free users. The over-all

average ratio of actual to expected mortality by class was 310%.

There is only a slight difference in mortality between the three classes of social drinkers in which group are individuals who are intoxicated once a week for day or evening only, down to the individual who is intoxicated six times a year for day or evening only.

The material for the study consisted of all paid-for cases where the first code related to current criticism of alcoholic habits or a history of such criticism. The tables were weighted to reflect improvements in mortality that have taken place since the study began.

High Mortality Continues

Excessive mortality appears to continue at about the same level even though the excessive use of alcohol is reported to have ceased, Mr. Menge said, adding that this latter conclusion was based on limited data.

Referring to the similarity of experience on the three types of social drinkers, he suggested two hypotheses to explain the result: "The underlying mor-

tality among those becoming intoxicated may not depend primarily upon the frequency of intoxication, or the information upon which the underwriter bases his classification with respect to type of habits is not sufficiently precise to justify the degree of refinement which is used to separate the classes."

His study bears out earlier findings that spree drinkers, those who become intoxicated for periods of two or three days at a varying number of intervals during the year, are "definitely worse, as insurance risks than social drinkers." Steady free users show mortality ratios somewhat lower than the other classes but considerably higher than standard.

Extra Mortality Not Temporary

Extra mortality arising from alcoholic habits is not a temporary matter and shows only a slight improvement from year to year, Mr. Menge said. The study showed that relative mortality is highest at the younger ages for all types of habits cases and decreases steadily with advancing age. This is directly contrary to the usual practice of accepting habits cases at the young ages on a more liberal basis, he warned.

He pointed out that the number of recorded deaths reported due to alcoholism is much lower than the actual number. Physicians are inclined to record deaths as due to other causes out of consideration for the families and friends of deceased alcoholics. Nevertheless, he said, alcoholic deaths reported in the study totaled 7% compared to .3% in the standard death claim study. Alcoholism caused about 10% of the claims for issue ages below 40, more than 5% of the claims for issue ages 40-49, and was relatively high also for issue ages 50 and over.

Accidental Deaths

Accidents are an important cause of deaths among half the cases, particularly at younger ages, he said. Auto accidents alone were responsible for almost one-third of the deaths for issue ages 10-29, and combined with other accidents they accounted for almost half the total deaths, he said. The proportion of deaths from both auto accidents and other accidents was high also for other age groups. For all ages combined, deaths caused by all types of accidents were over two times normal. Suicide and homicide as causes of death were three times normal.

Aside from increases in total deaths due to alcoholism, the excess mortality appears to arise from violent causes such as accident, suicide and homicide, he said. Because violence plays such an important part in mortality from the use of alcohol, he suggested careful underwriting consideration be given the manner in which alcohol is used. If the applicant becomes depressed, morose, quarrelsome, belligerent, or if he is known to carry firearms, drive while under the influence of liquor, or if he has a record of automobile accidents, all these point to a higher mortality rate.

Excessive use of alcohol results in excess mortality that is of considerable magnitude, he concluded.

St. Louis Leads in April, Yearly Ordinary Increase

St. Louis showed that greatest rate of increase in ordinary life sales during April with a gain of 13%, according to Life Insurance Agency Management Assn. Detroit was second with a 10% gain. St. Louis led also for the four months with an 11% rise. In the following figures for the large cities, the first represents the April increase and the second figure represents the first four months' increase: Boston, -5%, 1%; Chicago, -5, -1; Cleveland, -11, -6; Detroit, 10, 8; Los Angeles, -1, 6; New York, 4, 6; Philadelphia, 4, 6; St. Louis, 13, 11.

Among the states, Arizona showed the greatest increase in April with Florida and New Mexico tied for second. New Mexico's increase was 28%.

N.Y. Companies Soon to Get New "T" Rate Formula

NEW YORK — A new group life minimum premium formula will shortly be promulgated by the New York department that is expected to improve the competitive position on bigger cases of companies entered in the state. Companies approve most of the provisions of the new formula according to testimony at a hearing conducted by Deputy Superintendent Alfred J. Bohlinger.

There were no objections to using the \$.80 per \$1,000 constant although there was a diversion of viewpoint between large and small companies on where the breaking point should be. The larger companies indicated that they could get along with one of \$100,000. This figure was derived by assuming a 50 life case with an average face amount of \$2,000. As the constant would not be applied to amounts in excess of \$100,000, there would be a basic charge of \$180. The constant would drop out of the rate completely after that point was reached. Smaller and newer group companies preferred a breaking point nearer 100 lives and \$200,000 or \$250,000.

Numerous Shades of Opinion

From that general delineation of viewpoint, there were numerous shades of opinion as to graded breaking points etc. Several companies that write many small groups indicated that they had smaller average face amounts closer to \$1,500 than \$2,000. One wanted a change in the constant to meet "competition in the midwest."

The "T" minus \$2 rate isn't enough on cases under \$100,000, one spokesman said, pleading for an "adequate" rate for the smaller case. He didn't think midwest companies were using "T" minus \$2 down to 25 lives.

Oppose Lower Contributions

With minor requested changes the rest of the proposal was unopposed except for the reduction in maximum monthly employee contribution on policies delivered or issued for delivery in the state from 60 cents per month per \$1,000 to 50 cents per month per \$1,000. The department suggested the change to conform with the revision of the "T" rate. The average "T" rate is \$12 per \$1,000 annually. With "T" being brought down to about \$10, under the 60 cent rule the maximum employee contribution would be \$7.20. The reasons for opposing the change were that it would add another burden on New York state employers who already have high workmen's compensation rates, a disability benefits law, and generally advanced wage and working conditions for employees. Increased costs would harm them competitively with out of state employers, it was said. In addition it would impede changeover of cases if the employer desired to change because under a new plan his employees' contribution would go down. It was also said that the small employers are not getting the benefit of the "T" rate changes, that they comprise the principal group life market today, and that they now would have to pay more for group life than before. Those with high average premiums would be penalized particularly. When the average age group is low, as a matter of underwriting practice and for competitive reasons, companies would reduce their rates it was said.

The change was also opposed because of increased costs being borne by employers for group particularly with plans like the Bethlehem Steel arrangement where group is continued after retirement. Finally it was said that group prospects have their pencils out and are very informed in their dealings. One group man concluded by saying that "a penny or two counts much more than it did during the war."



W. O. Menge

TRUE & FALSE QUIZ

ABOUT AGENCY MANAGERS

2



MANAGERS SHOULD BE PAID ON AN HOURLY BASIS . . .

TRUE: ☐ FALSE: ☐

OUR "ANSWER BOOK" SAYS . . .

"False"

A ridiculous suggestion, of course! But how many managers do feel that, if they've "put in the hours", they've done the job? CWSL managers are paid (and well) to do the things that build successful agencies. These things are spelled out in our manager's contract so that they are constantly aware of the activities that pay off in better agencies and bigger incomes for themselves.

California-Western
States
Life
Insurance Company



HOME OFFICE: SACRAMENTO

Underwriters Have Problems with Brokerage Business

Developments in brokerage business were discussed by Doane Arnold, New England Mutual, in a paper prepared for inclusion in the proceedings of the Home Life Underwriters Assn. at New York but which was not delivered at the meeting because of the tightly packed schedule. Brokerage business of his company since 1939 averaged 24% of paid for volume with no appreciable change until the war years when it increased to 31.4% in 1945. It has declined since then until last year it was 22.5%. This was split about equally between brokers and agents of other companies.

The increase during the war he attributed to the shortage of agents, resulting in increased pressure upon general agents and managers to seek more brokerage business. In recent years, he said, there has been a trend toward increased brokerage business from metropolitan centers particularly New York, Chicago and Los Angeles, and from large producers who for various reasons prefer to operate as independent brokers without allegiance to any one company. The trend is offset by the development of agency training programs by many companies during the past five years.

Business of Three Types

He divided brokerage business into three types. These included business from brokers who regularly give first choice of all their life business to one company. This business gives little trouble and can usually be underwritten on practically the same basis as business submitted by the full time agent. The second class is that submitted by agents of other companies and this falls into two types, surplus business representing an amount above the issue limit of the agent's own company, and business submitted because the agent feels that the company will give more liberal underwriting than his own. Mr. Arnold suggested that surplus cases must be carefully underwritten as should all jumbo cases. He said that any case submitted by an agent of another company should carry with the application the reason why the business is not being requested from his own company. Prudent underwriters should contact the agent's own company for any adverse information which it may have regarding the risk. He also mentioned that some agents may have a slightly different standard of ethics in dealing with a company that is not their own.

Independent Brokers

The third and most difficult class of brokerage business, he said, is that submitted by independent brokers who submit business to the company they believe will give their clients the best contract with the most liberal underwriting. These brokers have no allegiance to any company and consider only the interest of the client. Even though these applications are competitive and usually require speedy action, he recommended refusing rush action until the underwriter is satisfied that all necessary papers and examinations have been submitted. He suggested that on this type of brokerage business, as well as business from agents of other companies, it might be wise to establish maximum limits representing about two-thirds or some other factor of the total that will be issued for an agent by his own company.

He stressed the importance of good agency selection and its effect upon favorable mortality experience. Several mortality studies his company conducted on different blocks of business showed that the mortality experience and persistency of business from both brokers and agents of other companies was generally favorable.

Life Agent Held Employee in Negligence Action

California district court of appeal has found that an agent of Constitution Life was an employee, rather than an independent contractor, and that Constitution Life was liable for injuries caused by the agent, Frederick Law, in an automobile accident, the case being Lewis vs. Constitution Life, et al.

Lewis was leaning over the motor of his parked car attempting to locate a mechanical defect when his car was struck by Law's vehicle with nobody at

the wheel, causing Lewis to sustain injuries.

Law had left his car parked at the curb on a hill while he was making a business call. The jury rendered a verdict against Constitution Life. The latter contended that Law was an independent contractor rather than an employee.

The court said that Law, at the request of the general agent, was returning a first premium and picking up a receipt. A contract entered into between Law and Constitution Life professed to fix Law's status as that of an independent contractor. However, there was

evidence that Constitution could terminate the relationship, that instructions in the form of a sales manual and letters had been issued to the solicitors and that the company had control of Law's activities. Hence the issue of whether Law was an employee or an independent contractor was properly presented to the jury for determination.

Canada Life has appointed David W. Ross, Jr., manager of the estate planning agency at Toronto, succeeding Frank C. Hoy, who has resigned because of poor health. Mr. Ross has been with Canada Life since 1935.



Five-year-old going to college

He's the one at the right next to the school traffic patrol. Probably have a little difficulty in freshman English. And not quite heavy enough for the freshman squad. But the fact is, his father started him on the way to college two years ago. That's when dad took out the Endowment Policy that will pay for little Joe's education.

His father started by saying, "I'd like to see him go to my old school if we can afford it when he's ready for col-

lege." And then after a time, it dawned on dad that there were too many ifs, that the thing to do was take the ifs out of son's college education and make it a sure thing.

That's one of the wonderful things about Endowment Policies. They help take the "ifs" out of the future. For Endowment Policies are really a form of savings—but *guaranteed* savings. The moment you sign an Endowment Policy, the full face amount of the policy is added to your estate, even though you might not live to complete the payments.

Endowments are the practical way to build for the obligations and de-

ferred pleasures of the future. They offer a systematic savings plan without the "ifs" and "maybes." For Endowments are *sure* as only Life Insurance is sure.

* * * *

Your Union Central Agent has a plan to meet every life insurance need. He has contracts ranging from Non-Convertible Term, the lowest premium policy of all, to Single Premium Endowment, the highest. Through these modern, liberal policies, he can provide the finest possible life insurance coverage for applicants from birth to age 65, inclusive.

The Union Central Life Insurance Co.
CINCINNATI, OHIO

R. R. Brown Tells How Small Company Can Make the Most of Its Strong Points

Size alone is not a controlling factor in the success of a life insurance company and need not be an important factor if management performs its job. Raymond R. Brown, president Standard of Oregon, told the spring conference of the Life Office Management Assn. in Omaha.

"It is possible for a small company to do a great many things that you might have considered only large companies could do," said Mr. Brown, "such as research, advertising, a training-within-industry program, high compensation for agents who do a quality job, pensions, sickness and accident insurance, hospital insurance, a public relations department, adequate reports for the guidance of management and the information of agents, and a staff capable of handling all problems technical or otherwise, all without jeopardizing its competitive position."

"It is clear, it seems to me, that when we examine carefully the questions of advantages or handicaps associated with the size of a life insurance company, the conclusion is such that such differ-

ences as there are tend to offset each other or disappear entirely. The management of a large company cannot sit back and do nothing on the assumption that everything will run smoothly because it is large, any more than the management of a small company can accept its handicaps as insurmountable and likewise do nothing, if either is to progress."

Stresses Greater Flexibility

Analyzing some of the advantages of the small company, Mr. Brown emphasized the small company's greater flexibility, its ability under proper management to function more as a team, its tax advantages and its ability to develop its own city and its own state intensively.

Expense of operation constitutes a handicap for the small companies, Mr. Brown said. Therefore, something should and can be done to cope with the situation, both in the home office and in the field. The techniques used by large companies—budgeting for the company and all departments, manage-

ment statements and other means of control—can be used just as effectively if not more so by small companies, he said.

ENTERING A. & H.

The steps which life insurance companies must take if they are to enter the A. & H. and hospitalization fields were described by Charles D. Scott, 1st vice-president of Great American Reserve of Dallas. He pointed out that premium income for A. & H. programs increased from \$286 million in 1940 to more than \$1,171,000,000 in 1949, and that there are now some 600 companies writing it. The life companies in 1948 wrote around 65% of this business, stock casualty companies wrote about 11% and the rest was written by fraternal, mutual casualty companies, miscellaneous companies, Lloyd's reciprocals, etc.

Some executives of companies writing life insurance only have expressed the fear that the writing of A. & H. might destroy the good will and confidence their agency forces have built with the public because the company might find it necessary to deny claims or cancel policies and upset the agency force, he said.

At the time the agent receives his training, the importance of properly explaining benefits and exceptions to the applicant should be emphasized, Mr. Scott said, for the vast majority of arguments that arise at the time a claim is presented are the result of the policyholder not understanding what his A. & H. hospitalization policy will or will not do.

Says Agents' Living Standards Down

The standard of living of agents has gone down in the last five years, Spencer L. McCarty, Provident Mutual, Albany, executive secretary New York State Assn. of Life Underwriters, reported to 60 delegates from local associations at their annual meeting at Rochester. He said it is a fallacy to believe that agents are "better off than before" because they are writing an increased volume of business.

Based on a study of all companies entered in New York 1939-1949, he said costs of home office expenses and salaries increased 120% during that time while the income and allowances for field forces went up only 73%. He said costs of increased home office help to the field would not affect these figures materially. He stated he wasn't asserting that home office personnel were overpaid but rather that the income and allowances for field forces had not kept up with the business.

First Year Premiums Off

Association studies indicate that average first year premiums for a representative group of companies had gone down in the last five years as had the average number of dollars of commissions per \$1,000. In addition, he said, the average rate of commissions expressed in per cent went down. Single premium business was omitted from the study. At the same time, he said, the costs of an agent staying in business went up, when the overall record for new business increase of these companies was correlated to these factors, to the effects of inflation, and to the larger number of agents in 1944 than in 1949, the result showed that agents did not even approximate the volume they would have had to produce to maintain a level standard of living, he pointed out.

The election results and other events at the meeting were reported in last week's issue.

O. T. Turner, formerly district manager at Memphis, has been named to a similar post at Nashville by Union Protective Life.

"Common Man" Will Veto Welfare State, Says Carrol Shanks

Taking as his theme the concept that the "common man" has now reached maturity and is capable of gathering facts and making decisions, President Carrol M. Shanks of Prudential expressed an optimistic view about curbing the welfare state's encroachments, in his talk before the Kansas City Chamber of Commerce during the city's centennial celebration.



C. M. Shanks

"The common man realizes, I think, that the government cannot buy anything at cut rates," said Mr. Shanks. "There's one price whether the customer is the government or the common man. If he buys his services and his protection through the government, he adds the enormous price of bureaucracy to the price of the goods and services, and pays the whole bill in taxes."

"The common man will make up his own mind, and carry out his own wishes. When he sees there is no economic advantage in letting the government run his life, he will be the first to decide, without help from anyone, that he would far sooner run it himself."

"The common man has been pummeled and shaken by propaganda from all quarters for a long time in this matter of the government welfare state, and the worst is yet to come. If those of us who oppose the government welfare state in principle will stick to the facts, I don't think we need to worry too much about the course the common man will take."

Paul Agee Heads Virginia Assn.

Virginia Life Underwriters Assn. at its Natural Bridge meeting elected Paul C. Agee, Life of Virginia, Roanoke, president, succeeding J. Allen Patterson, Peoples Life of Washington, D. C., Danville.

Albert T. Powell, Home Beneficial Life, Petersburg, was elected 1st vice-president; Thomas A. Teagle, Prudential, 2nd vice-president. Horace F. Sharp, Atlantic Life, Richmond, continues as national committeeman. These officers with the directors, who are the presidents of each local association in the state, will on the recommendations of the incoming president, elect a secretary-treasurer.

Two new associations were voted membership: Eastern Shore of Virginia and New River, organized at Radford-Pulaski. The state association now has 15 member associations.

At the annual banquet, W. F. S. Gresham, Equitable Society, president of Lynchburg association, which was one of the host associations, was toastmaster. Knox Turnbull, Provident Mutual, Charlottesville, brought out the need of Christianity in solving the problems of modern business.

The sales congress had as speakers W. L. Pool, Lincoln National, Norfolk; Thomas B. Rosser, Metropolitan Life, Dyersburg, Tenn.; and Ralph G. Boshier, Jefferson Standard Life, Virginia Beach.

Mr. Boshier also presented certificates to the members of the state association who qualified for the Virginia Leaders' Club this year, of which there were 75. John D. Marsh, Lincoln National, Washington, D. C., N.A.L.U. trustee, spoke on "Your National Association".

GEARED FOR TODAY'S MARKET!



A page from the many in the Central Life of Illinois Rate Manual

FOR THE HOME OWNER...
age 30. Reducing term, commuted value 1st year \$15,060 for annual premium \$59.00. About a penny a day per thousand.

FOR THE BUSINESS MAN... CENTRAL ACCIDENT...
\$100.00 per month for 5 years, then \$25.00 per month for life, in event of total disability resulting from accident—rate \$16.20 annually.

FOR THE FARMER... CENTRAL ACCIDENT \$100.00
per month for 5 years, then \$25.00 per month for life, in event of total disability resulting from accident—rate \$28.62 annually.

CENTRAL LIFE OF ILLINOIS field men are equipped with sales tools that are "GEARED FOR TODAY'S MARKET"... visual selling material... direct mail that produces leads... door openers that lead to more sales.

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CENTRAL LIFE Insurance Company OF ILLINOIS

Alfred MacArthur, President
Founded 1905

211 W. Wacker Drive Chicago 6, Illinois

Write today for complete information about agency opportunities.

Instinctive Advantages Responder

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D. B. Barnes

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Institute Realigns Advertising, Press Responsibilities

Dudley B. Martin, formerly of the New York Times, has joined the staff of the Institute of Life Insurance with responsibility for the press division. Mr. Martin, a 1930 graduate of the Columbia University school of journalism, has been a staff member of the



D. B. Martin



D. F. Barnes

Times for 20 years. Starting as school-news editor, he has served in both the financial and city news departments, and for the past 12 years on the national news desk. He has contributed editorials and "Topics of the Times" to the editorial page. Before joining the Times, Mr. Martin worked his way through college as a reporter and as assignment editor of the Brooklyn Eagle. During the war he was a field director of the American Red Cross in Europe.

Barnes Heads New Unit

With the separation of the press and advertising responsibilities in the institute's organization, a new unit, the promotion and advertising division, has been formed under the direction of Donald F. Barnes of the institute staff. The new division will be responsible for the institute's field relationships, its contacts with new publics, its development of promotional material and its advertising functions. It will take over the work of the extension and development division, which Mr. Barnes previously headed.

Conn. General Promotes Three

Mrs. Charlotte C. Cowan has been elected assistant comptroller of Connecticut General Life and T. Bertram Anderson, Jr., and Earl P. Parmelee were appointed assistant secretaries of the life underwriting department. Mrs. Cowan is the first woman to become a company officer. She joined Connecticut General in 1925 after some experience in insurance and advertising. Since 1930 she has been in the comptroller's department with supervisory responsibility for the clerical staff in branches throughout the country. She became comptroller's assistant in 1948.

Mr. Anderson graduated from Yale in 1935, attended Yale Medical School for a year, and joined the company in 1937, becoming an underwriter in 1946 and senior underwriter in the life department in 1948.

Mr. Parmelee joined the company in 1921, became an underwriter in 1936 and in 1948 a senior underwriter in the life department. He is a fellow of the Life Office Management Assn.

Menagh Says Presentation of Cost Figures Bungled

The failure to present cost figures in a manner to assure acceptance blocks the value of these figures in many instances, Louis R. Menagh, Jr., vice-president and comptroller of Prudential declared at a joint meeting of National Assn. of Cost Accountants, National Office Management Assn. and the Akron

Insurance Women's Assn. at Akron. "In almost every business the heads of operating departments have a natural antipathy toward the outsider who comes in and tries to tell them how to run their departments," Mr. Menagh said. He cautioned that to win cooperation the cost control system must present a fair picture, be readily understandable, not involve too great an expense unless resulting savings outweigh the cost and must present a picture sufficiently clear to enable executives to decide quickly whether action is called for.

Metropolitan May Replace Home Office Except Tower

Metropolitan Life is considering plans to replace its "old" New York City home office building, except for the tower, with a modern office structure.

The new structure, if finally approved, will merge architecturally with the tower.

Demolition of the existing building and replacement by the new structure will be in sections to reduce the factor

of idleness for the site as much as possible.

Tenants in the tower have been requested to find other quarters by Dec. 1.

Alvin Wistert Named G. A.

Alvin Wistert has been appointed general agent of Federal Life & Casualty at Ann Arbor, Mich. He was captain of the 1949 University of Michigan football team and was an all-American tackle.

Let the GOLDEN RULE company

SHOW YOU

The GOLDEN STAIRWAY

YOUR FUTURE FORTUNE

FRIENDLY HOME-OFFICE COOPERATION

\$10.00 DISABILITY

What everyone wants! Offered on Preferred Risk and Independence Guarantor Policies. Gives you an edge on competition.

DIRECT MAIL

Extensive—field-tested—direct mail help. Leads developed and preconditioned. Salesmen label it the "GOLDEN" Direct Mail Plan.

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Up to \$400 per month Lifetime Guarantee of Renewal Income. Plus—Commissions and Bonus on any insurance you write!

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New! Most talked about plan in America today. Instant appeal to all prospects. Typical of other equally attractive "income-boosting" sales plans.

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Write today for Details of the Agency Plan
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TERRITORIES:

Opportunities open in: California, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, Ohio, Pennsylvania, Texas, Virginia, Washington, D. C., and West Virginia.

Hogg Notes Sense of Responsibility for Promoting Sound Economic Climate

While there is no difference of opinion as to the ultimate objective, which is a public well-informed as to the national economy, there is some difference as to methods and means, Robert L. Hogg, executive vice-president of the American Life Convention, declared at the Life Insurers Conference convention at Colorado Springs. There are two extremes of complacency and great alarm evident on the part of members of the life insurance field regarding the knowledge of the public on great social and economic policies.

"Manifestly," he said, "we can't afford to become so vocal and so alarming as to impair confidence in the business. Yet this could very easily happen. The committees of the business will, of course, proceed with caution. A sane policy of procedure will unfold. Whatever the policy is, its fulfillment will be a matter of individual company efforts. The assistance of 200,000 agents will be the impelling force. We may be optimistic over results."



Robert L. Hogg

Tracing the development of insurance in the United States and Canada, Mr. Hogg said the public wants every contingency covered by insurance. If private business does not cover a particular contingency, there is clamor for the government to do it. Merely because some aspects of personal insurance may not be fully developed it should not be assumed that they will not be developed by private companies. Such developments require time. Whatever impatience there is, is probably due to the very way in which the business sold the insurance idea to the American people.

Practically all of the obstacles which would slow up private operations would be even greater obstacles in a government operation. There is no reason to assume that the government could better cope with the problems of disability insurance than the private companies. The disability experience would have been immeasurably worse in a government operation.

Mr. Hogg discussed the growing concept that the life insurance business is responsible not only for meeting its dollar obligations but, morally at least, for seeing that the dollars that go back to the policyholder are worth somewhere near those that he put in.

"It is safe to say that everyone connected with the business feels that the time has come when the business does

have an obligation to see that the very purpose of life insurance is not crippled or destroyed by an unsound economy," he said. "To put it another way we must promote a sound economy in order to fulfill the purpose of life insurance."

Mr. Hogg said that the best indications of a sound economy are a reasonably stable value of the dollar and the minimum of government competition with private enterprise.

Taking part in a program for a sound economy means not just a program of education but wiping out faulty ideas and replacing them with sound ones, he said. Sponsoring such a program places the business in the midst of controversy, for every economic issue, sooner or later becomes a political issue. The business would face severe criticism.

"In the past, we have been quite sensitive to criticism and have often stuck our heads in the sand to avoid it," he said. "We expose ourselves to the demagogue and yellow journalist. Once we take a stand on economic issues, we will really be on the receiving end with great regularity." At the very outset, the business would have to take a position on the "get it for nothing" philosophy of government, said Mr. Hogg. This involves encouragement of intellectual honesty if it is to be effective.

Chides Inconsistency

"We must not preach a course of economy to our Congressman and then labor him for federal funds for our community," said Mr. Hogg. "How many people ever voted against their Congressman because he got his hand the farthest into the pork barrel? A local chamber of commerce will resolve tonight in favor of a balanced budget. The next night it will appoint a committee to go to Washington for a multi-million dollar hand-out to build a tax-free airport to compete with the taxpaying railroad that probably built the community itself. I am glad to see that the U. S. Chamber, at its recent meeting, condemned this practice."

Mr. Hogg recalled that at the meeting of the Institute of Life Insurance last December some constructive suggestions were made on the need of better public education on the fundamentals of economics, that the institute appointed a committee to further this aim and that on its invitation similar committees were appointed by the American Life Convention and Life Insurance Assn. of America. These committees are at work, he said.

DBL Form F Approved

The New York department has approved another advisory form for use with disability benefits. Form F is an additional rider that can be used to qualify existing policies by providing that every disabled employee will receive benefits at least equal to those required by the law. On some existing policies cash benefits fall below the statutory level. Form F raises the benefits to the statutory level in every case under which the policy might be below that level.

Form J, already in use, qualifies existing programs under the "at least as favorable" test required by the law. The cancellation clause of form F is the same as that in advisory form B.

Northwestern Natl. Findings

A survey by the Family Economics Bureau of Northwestern National Life shows that employment prospects for this year's engineering college and technical school graduates will be not too far short of 1949. The survey showed that employment prospects are better than pessimistic earlier predictions indicated.

Metropolitan Bridal Study

Metropolitan Life has turned its statistical machines on the wedding patterns of Americans and found that June is not everywhere the preferred month for weddings. December is fa-

vored in much of the deep south and June is only the traditional month in the north east and north central regions. June is more popular among girls marrying for the first time and they constitute about 4/5 of all brides. Divorcees choose almost equally between June and July and widows prefer the early fall almost as much as June. Autumn weddings seem to have a greater appeal for spinsters among older women than to older divorcees or widows.

Special Train Possible

The committee reports that 85 have already booked accommodations on the train leaving Chicago Sunday morning, June 11, for the N.A.I.C. meeting at Quebec. If an additional 35 contact H. F. Swanson, 919 North Michigan avenue, Chicago, for accommodation the railroad will run a special train which will reach Quebec Monday morning several hours earlier than the regular train.

Hold Regional at Columbus

Midland Mutual Life held a regional meeting at Columbus Friday. Agents were present from Parkersburg, Cincinnati, Hamilton, Dayton, Marion and Columbus. Four agents from Los Angeles also were guests.



JUNE is convention month

From all over the West and from the Hawaiian Islands, Pacific National men and their wives will meet in the film capital of the world—Hollywood—on June 4-5-6 and 7th.

This is part of the continuing program of the fastest growing company in the West to bring the "Home Office" and the men in the field together. Ask any Pacific National man and he'll tell you that this spirit of friendliness and cooperation is something to be really proud of with his home company. Perhaps that's why new records are being set each year—why 1949 was the largest in the Company's history. At least it's ONE of the reasons.

A STRONG COMPANY BUILDING A STRONG WEST

PACIFIC NATIONAL LIFE ASSURANCE COMPANY



MAIN STREET AT FIRST SOUTH, SALT LAKE CITY

RAY H. PETERSON
President

KENNETH W. CRING
Vice Pres. and Supt.
of Agencies

FOUR ANSWERS for the AMBITIOUS LIFE UNDERWRITER

QUALITY COMPANY...

top rated mutual... over half century service... over three hundred millions insurance... over one hundred million of assets... over eight million in surplus... one of the very lowest net cost positions... full level premium reserve basis... modern... zero to age 65... streamlined policies... sub standard facilities... direct home office collection of premiums.

QUALITY COMPENSATION

very unusual, and well vested General Agents contract... generous and attractive for the career life underwriter... with extra automatic financing commissions... pays well for quality men and General Agents... a fine pension plan.

QUALITY TRAINING...

two week home office schools, refresher schools, for career men... constant group training for both young and veteran General Agents... in selection... recruiting... training... and supervision techniques.

QUALITY TERRITORY...

often possible for the ambitious life underwriter who wants to build two or three quality men, or more, right in his own territory.

CENTRAL LIFE ASSURANCE SOCIETY MUTUAL OF IOWA

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Snow Aetna's Ass't Supt. of Agencies; Holt to Iowa Post

Edwin H. Snow, general agent of Aetna Life at Des Moines, has been named assistant superintendent of agencies. He will be succeeded by H. H. Holt, assistant general agent at Philadelphia. The changes are effective July 1.

Mr. Snow was graduated from Northwestern University in 1930. After experience with Retail Credit Co., he joined Aetna as an agent at Chicago in 1931. In 1935 he was called to the home office as agency assistant, and in 1939 was appointed field supervisor.

During his stay in the home office he was active in the development of Aetna Life's estate control plan and organized and became chief instructor in the home office life insurance school. He was named general agent at Des Moines in 1941 and won the President's Trophy in 1946 and 1947.

Mr. Holt was educated at Leland Stanford and joined Aetna's San Francisco office in 1927. He subsequently served at Winnipeg, Minneapolis and Philadelphia. Mr. Holt was promoted to supervisor in 1933 and to assistant general agent in 1943. He is a C.L.U.

Great-West Launches Plans, Reductions

Great-West will soon issue a women's preferred policy based on mortality assumptions which will permit a net cost for women lower than that realized by any other group and lower than any other plan of the company. The policy will be offered in amounts of \$10,000 and up to women whose financial circumstances include insurance and who qualify as select risks. The annual premium on a \$10,000 policy at age 25 is \$172.90 and age 35 is \$228.20. Age 25 total dividends, 20 years, would be \$717.30 and age 35, \$909.50. The 20th year cash value, age 25, amounts to \$2,840 and at age 35, amounts to \$3,660.

Great-West Life is reentering the \$10 per month per thousand income disability field. The benefit pays a lifetime income of \$10 a month per thousand until the policy anniversary nearest age 65, and the policy anniversary at age 55 pays \$5 after that with all premiums waived from the inception of total and permanent disability. The benefit will be written on male risks only, ages 20 to 50 and may be written non-medical at ages 20-40. The minimum policy is \$2,000 initial insurance. Limits of issue and retention are \$250 per month.

Great-West will reduce rates for the waiver of premium disability benefits. A new series of level coverage term riders called the double security plan have been devised to run for 10, 15 and 20 years, and to 60 or 65. The new riders will be available at substantially lower cost than term contracts purchased separately in that period. The minimum amount of rider is \$2,500 and riders of 15 years or longer will contain cash paid-up and extended values.

Term Rates Reduced

The company is to reduce rates on one, five, 10, 15 and 20 year term and term to age 65. The annual premium for \$10,000 term to 65 policy issued at age 35, for example, has been reduced from \$141.40 to \$128.80.

The company will make a new conversion allowance of 15% of one annual premium on term policies which do not contain cash values. If the policy has a cash value, this value will be applied against the first premium on the new policy with any balance paid in cash to the policyholder.

The company will lower rates on most mortgage repayment plans. The premium on the 15-year plan, payable for nine years only, has been decreased from \$7.60 per \$1,000 to \$6.38 at age 25. A

mortgage repayment plan to cover 25 year mortgages has been introduced in addition to coverages previously available. The plans are issued sub-standard and provide for conversion within five years of the amount currently in effect.

The company will extend its juvenile plan, the estate builder, from birth to age 15 instead of from birth to age 11. Where the present policy calls for an automatic increase from \$1,000 per unit to \$5,000 per unit at age 21 without any increase in premium, on new policies written at age 12 to 15 inclusive, the automatic increase will take place at the end of the 10th policy year with no in-

crease in premium. The automatic conversion to \$5,000, endowment at 85 and three other optional plans are available.

All of these changes are in effect June 1.

Life Investments Rising

U. S. life companies invested over two billions in securities and mortgages during the first quarter, over a quarter billion dollars more than in the corresponding period last year, according to the Institute of Life Insurance.

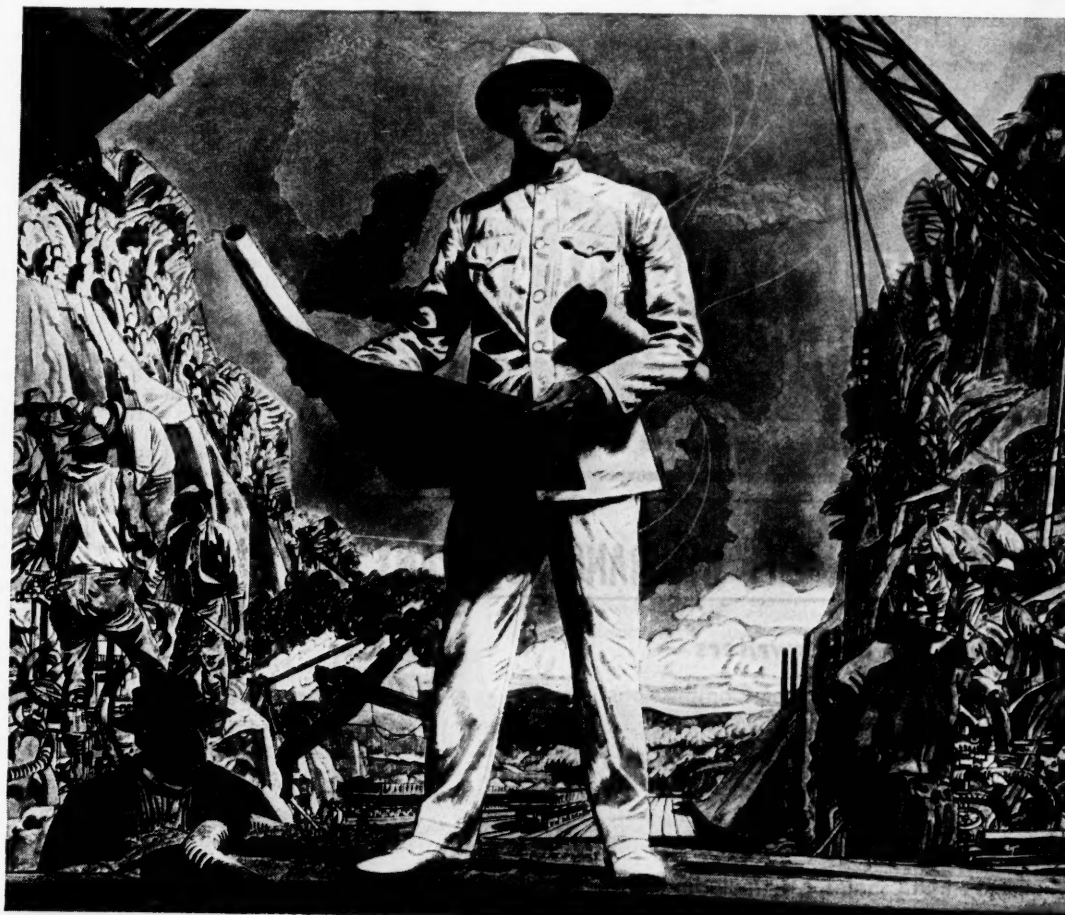
These purchases add up to more than total premium payments of all 80 million

policyholders during the period. This is possible because of the continuous maturity of old investments requiring reinvestment and also because of the earnings on reserves accumulated back of all policies.

Of the new investments, largest block was real estate mortgages, accounting for \$930 million. Corporate securities accounted for \$875 million. Government bond purchases totaled \$340 million.

Lou C. Chapman of Portsmouth, O., who has been with Ohio State Life for two years, has been appointed district manager in charge of the Portsmouth office of the Columbus agency.

A current John Hancock advertisement which indicates how the spirit of American Independence is fostered and strengthened by Life Insurance. So that these benefits may be shared by all, the John Hancock offers life insurance in all its forms: life, endowment and term policies, juvenile insurance, retirement income policies, annuity contracts, and all plans of group coverage:



He split a mountain to let progress through

WE CALL IT *The Canal* now, as if no other canal mattered. And, to Americans, no other canal matters half so much as the one that a man named Goethals dug for us... down in the mountains and the slime and the jungle of the Isthmus of Panama.

Ever since the world was born, the Isthmus had stood between the two great oceans like a door slammed in the face of progress. And ever since there were ships on the sea, men had wished there were a way through it. Some men only dreamed of a passage, and others tried to dig one. But the Isthmus broke them all.

There came a day when Americans decided they must have a canal. They called a man named George Washington Goethals, soldier and builder, son of immigrants who had named him for the father of their chosen country. And they said: "Dig us a ditch through Panama. It is the hardest job in the world. It has killed many men. But our freedom depends on it." And Goethals, who loved freedom and who loved to build, packed a trunk and went down to Panama.

He found the jungle festering with fever—and he cleared out the jungle. He found 65,000 workers with their wives and children

counting on him for food and shelter—and he housed and fed them. He found an old railroad crumbling into ruins—and he rebuilt the railroad. Then he was ready to dig the canal.

A mountain stood in his way. He split it. A river ran at his feet. He dammed it up, and turned the interior of the Isthmus into a vast lake. Then, where each ocean lapped the shore, he built great water-gates, as tall as buildings and as precise as a watch, to control the ebb and flow of the waters.

On the appointed day, the switches were thrown and the impossible happened. *The Isthmus stood aside.* The oceans flowed together, and progress sailed through.

America will always have men and women who can make mountains stand aside when they block freedom's path. For, just as long as we rear our children on hope and opportunity, as long as we teach them that no obstacle is bigger than a free human being, our country will remain rich in the faith that moves mountains.

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

COMPLETE PERSONAL INSURANCE COVERAGE"REGISTERED
POLICY
PROTECTION"

**LIFE HEALTH
ACCIDENT
HOSPITALIZATION
MEDICAL and SURGICAL
REIMBURSEMENT
GROUP
FRANCHISE
BROKERAGE
REINSURANCE**



**REPUBLIC NATIONAL LIFE
INSURANCE COMPANY**

THEO. P. BEASLEY, President
HOME OFFICE DALLAS, TEXAS

Life Insurance in force exceeds \$297,000,000.00

THE NORTHERN LIFE INSURANCE COMPANY**Provides its Underwriters —**

- Generous First-year Commissions
- Full Renewals to the 15th Year
- Group Life-Accident-Health Protection
- A Life Income Pension Plan
- Prize-winning Sales Helps
- A FULL Sales Kit, Including Life, Accident, Health, Hospitalization, Group Life, Group A & H, Salary Savings

Managerial Openings in Newly-opened Midwestern Territory. Write Direct to Home Office; L. J. Myklebust, 940 Des Moines Bldg., Des Moines, Iowa; or H. C. Vollmann, 4434 North Dover Street, Chicago 40, Illinois.

**NORTHERN LIFE
INSURANCE COMPANY**

Established 1906

D. M. MORGAN, President

Home Office: Northern Life Tower
Seattle, Washington

★

LIFE * ACCIDENT * HEALTH

Issued together at a substantial saving,
or separately

**Berkshire Life Outlines Its Reasons,
Plans for Entering A. & H. Field**

Berkshire Life has completed its arrangements for entering the A. & H. field and expects to start writing the line this month. Its moves will be watched by the many other life companies that have been displaying an interest in A. & H. recently.

The question of entering A. & H. was first considered by the Berkshire about eight years ago and more seriously for the past four years. In the fall of 1949 a definite decision was reached to begin A. & H. operations. R. P. Dittenbach, who was head of the A. & H. department at Bankers National joined the company as A. & H. manager.

Considerable research was undertaken before the Berkshire made its decision. General agents of the company were consulted and unanimously agreed that the company should make the move. Other life companies that entered the field in the past 10 years expressed a favorable reaction and said they had been helped in many ways.

Helps in Financing

Among the reasons for writing the line were that Berkshire Life agents were and had been writing A. & H. with various casualty and life companies for a number of years to complete personal insurance programs. The company felt that it would be logical for the life A. & H. and hospitalization business to be under one roof. A. & H. assists greatly in recruiting and financing new men because it provides them nearly immediate income through early sales. It reduces financing problems and builds the new man's morale and confidence. It is easy to sell and leads to the development of other lines, particularly life. In many cases A. & H. is a one-call sale. It gives an agent the opportunity to build himself a personal annuity based on renewals and assures a more level income. In addition an A. & H. application frequently develops the picture of a man's personal responsibilities including the life insurance owned and in many cases new life insurance will result, according to Mr. Dittenbach.

Partly in Already

The company had been writing waiver of premium and income disability in conjunction with life so it felt that it actually was in the A. & H. business in

a limited way already. A. & H. coverage is often said to provide against economic death due to disability. It completes the insurance program against the other great hazards in life—dying too soon or living too long.

The experience of companies that had entered the A. & H. business indicated that a company planning to enter the field should first prepare commercial A. & H. policy forms as well as individual and family hospital coverage. The opportune time to consider entering group A. & H. or group life and possibly, non-cancellable A. & H., these companies indicated, is after a backlog of commercial premium has been built.

Adopts Life Practices

Berkshire has adopted ideas and practices from its life operations. For example, its policies will contain a grace period for the payment of renewal premiums. Notices are prepared in the home office and it is to be a life insurance operation with the company doing as much of the work as possible to relieve agents and agencies for full-time selling.

At the home office all functions of the A. & H. department have been merged with the exception of underwriting and claims. These will be turned over to their respective life departments as soon as the proper training can be completed.

Agents to be Trained

The company has scheduled two regional conferences for the middle of June at which time all general agents, supervisors and full time agents will be given complete information on the entire A. & H. sales kit, including sample policies, riders, applications, rate manuals, and direct mail reply letters and cards as aids to securing prospects. A complete day at each one of these regional will be given over to discussing in detail each one of the policies and coverages as well as actual sales demonstrations. Each Berkshire agent will receive training in A. & H. to give him the knowledge to do a selling job. The company intends to follow through the training program by holding meetings at each one of its general agencies as rapidly as possible during the summer and fall months.

**Exhibition Shows How N. Y.
Life's Letters Improved**

Tracing the evolution of the New York Life's correspondence through the last half of the 19th century, an exhibit called "Then and Now—New York Life Letters Since 1850" has attracted hundreds of visitors to the company's library in the past three weeks.

Originally scheduled as a month-long attraction, the exhibition has been held over for an additional week, until June 23, because of the unusual interest which has been shown by home office staff members as well as by educators and professional business letter consultants.

Conceived by the New York Life's public relations department as part of the "Effective Letters" program begun last fall to improve correspondence, the exhibition includes cartoons, photos, advertisements and actual letters from the company's archives that trace the changing fashions in business letter writing during the past century.

**Rally at Dallas June 25-27
Program for Texas Assn.**

The annual convention of Texas Assn. of Life Underwriters will be held June 25-27 at Adolphus and Baker hotels, Dallas. Approximately 900 are expected to attend.

Speakers are Judd C. Benson, president, National association; James M. Royer, general agent, Penn Mutual Life,

Chicago; B. N. Woodson, executive vice-president State Life of Indiana; Homer C. Chaney, director of agencies New England Mutual Life; Hal L. Nutt, director, Purdue course; Life Commissioner Butler of Texas; Bryan Blaylock, Borden Co., Marshall, Tex., and John P. Costello, Southwestern Life, Dallas.

Group meetings will be held the first day and general sessions on the final day, with luncheons, company dinners and a banquet being the major entertainment features. Eleven speakers are on the programs of the various gatherings.

The Texas Leaders Round Table, the Combination Leaders Round Table and the general agents and managers section will hold separate sessions the first day.

Host is the Dallas association. Entertainment features include tickets for the theater or a baseball game and a luncheon and style show for the ladies.

Farm Loan Conference

Mutual Benefit Life will hold a four day conference for 43 farm loan men from 13 states on June 5-8, at Brainerd, Minn. Among the speakers will be Ira S. Hoddinott, vice-president and head of the farm loan department; Robert B. Howe, second vice-president, Alfred R. Stempel and Howard E. Nickey, assistant managers, all of the farm investment departments.

**Mortgage
Survivor
Of Life**

A survey of mortgage shows that member of the mortgagee's family is the most likely to survive the mortgagee. Among the many mortgage companies of the country, the general of the mortgagee's family is the most likely to survive the mortgagee's family.

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**Physician
Underwriter**

Physician Underwriter is a new publication for the physician who is interested in life insurance.

Physician Underwriter is a new publication for the physician who is interested in life insurance.

Physician Underwriter is a new publication for the physician who is interested in life insurance.

**Proposed
Broad**

Proposed Broad is a new publication for the physician who is interested in life insurance.

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Proposed Broad is a new publication for the physician who is interested in life insurance.

Mortgage Bankers Survey Practices Of Life Insurers

A survey by the research committee of Mortgage Bankers Assn. of America shows that 28 companies out of the 82 member companies completing the questionnaire permit servicing agents to endorse loss drafts up to a certain amount or permit the name of the life insurance company to be omitted from the draft. Among the companies permitting this are many of those with the largest mortgage portfolios. A smaller number of companies permit their agents to retain the insurance policies, but several of the largest mortgage holders are included in this number.

The survey showed that very few of the life companies require errors and omissions policies and of all the companies which permit the servicing agent to keep policies only two had errors and omissions policies, which one stated that it is dropping.

The two main reasons given by companies for rejecting what the M. B. A. report characterizes as "cost-cutting routines" are that company by-laws will not permit it or that state laws do not permit delegation of such authority. The report counters this finding by saying that most by-laws can be changed quite easily. Guy T. O. Holliday, chairman of the research committee, comments: "It is interesting and somewhat amusing to note that while officials of insurance companies have expressed their inability to adopt any of the cost-cutting procedures, stating that the law would not permit them to do so, other insurance companies within the state have long ago adopted these same routines. State supervision authorities are human beings and if they were convinced that these routines are for the good of the mortgage business they would cooperate in getting the laws changed accordingly."

The report notes that some of the insurance companies which do not give a very free hand to correspondents in the matter of insurance policies and loss drafts rely on their agents to a much greater extent in the matter of tax procedures by accepting tax payment certification.

Physicians L. & C. Now Under Am. National Wing

Physicians Life & Casualty of St. Louis, which was acquired earlier in the year by American National of Galveston, now has capital of \$300,000, following declaration of 100% stock dividend. It has been incorporated as a legal reserve stock life company and is licensed in Missouri and South Carolina. It will confine its writings to hospitalization and A. & H. Applications are pending for license in Illinois, Kansas, Louisiana, Texas and District of Columbia. There are no plans at present to write legal reserve life insurance. The officers are the same as those of American National, they being W. E. Moody, Jr., president; W. L. Vogler, vice-president, and L. Mosele, secretary.

Proposal Would Effect Broad Revisions in SS

WASHINGTON — Far-reaching revision of the social security law and administration is contemplated under a long concurrent resolution providing for their investigation by a joint committee of Congress, introduced by Senator Cain of Washington. The resolution would become effective, if passed, without Presidential approval. However, considerable opposition to it was expected from senate finance committee, administration and other sources.

Its "whereases" declare that (1) the finance committee has had "neither an adequate staff nor sufficient time" to

make a full investigation through the advisory council during last Congress; (2) there is "growing dissatisfaction" with "complexities, shortcomings and inequities" of the present system; (3) actuaries and other groups maintain it "is unworkable, costly and capricious"; (4) there is insistent demand for pay-as-you-go pensions, which cannot be satisfied by extending coverage to persons working; (5) there is growing criticism of fiscal policies in the system and demand for investigation.

The resolution charges lobbying and propaganda by the social security administration. The proposed commission would report to Congress by April 1, 1951.

New Life of Va. Plans

Life of Virginia is now issuing a "Security Special 83" policy, which is a combination of \$1,000 endowment at age 85 plus \$1,500 20-year term (term to 65 for ages 46 to 55), and "Security Special 65," combination of \$1,000 endowment at age 65 and \$1,500 20-year term. These plans will be issued to self-supporting men and women at ages 18-55 for the first plan and at ages 18-45 for the second.

MIGHT BE PERMANENT

Fear Free Coverage for Armed Forces

WASHINGTON—Opinion is divided in life insurance circles over the desirability of substituting government gratuitous insurance of \$10,000 to members of the armed services for National Service life insurance. A year or so ago, a committee representing the National Assn. of Life Underwriters recommended such a program with respect to future enlistments and the Defense Department endorsed it, but a House committee threw it out of a bill dealing with military pay, allowances, pensions, retirements and other benefits.

Recently, life interests' representatives who have been following hearings on NSLI before the Hardy subcommittee of the House expenditures committee, have been inclined to take a different view. As it appears the subcommittee may recommend the gratuitous plan, life observers express fear that while it would probably be proposed to be limited to the period of service in the armed forces, there would be pressure to ex-

tend it beyond that period, possibly to a point where it would become permanent.

This situation is compared to NSLI, which system is still in effect five years after the end of the shooting, with no end in sight. It is said there have been extensions of other forms of government insurance.

Shoptaugh to Cass Agency

A. Glenn Shoptaugh has been appointed head of a new estate planning department in the W. Oliver Cass agency of Mutual Benefit Life at Indianapolis. Formerly co-general agent of Provident Mutual with Wendell Barrett at Indianapolis, Mr. Shoptaugh resigned last November to devote full time to the business and tax aspects of life insurance. Mr. Shoptaugh entered life insurance with Mutual Benefit in Louisville in 1924, going to Indianapolis to take up managerial work in 1930. He has long specialized in the estate planning field.

Max Shriner Promoted

Max D. Shriver, Iowa supervisor for the Des Moines agency of Aetna Life, has been promoted to assistant general agent.

ALL FOUR PLUS

ORDINARY:



GROUP:

Both participating and non-participating

Unique experience rating formula; conversion privilege for hospital and surgical expense

GROUP PERMANENT:

Ordinary, Paid-Up Age 65, Annuities, Retirement Income Ages 60-65

NON-CAN A & H:

Three plans:
Two year, five year, ten year

Insurance in Force December 31, 1949

\$1,226,550,718

Associates:



Continental Assurance Company
Continental Companies Building, Chicago 4, Illinois

Continental Casualty Company
Transportation Insurance Company

EDITORIAL COMMENT

Record-Breaker in Prospect at Washington

Hotel Statler, headquarters for the National Assn. of Life Underwriters convention to be held at Washington the week of Sept. 25, was sold out for that period more than four months before the event and if a sell-out that far in advance means what it would be expected to mean it looks as if the 1950 convention should be a record-breaker for attendance.

There are plenty of reasons why this convention should set a new attendance record. Washington is a good deal to the east of the population center of the country but the lure of visiting the nation's capital should vastly more than make up for lack of a central location. Many more life insurance men will bring their families than at the usual N.A.L.U. convention. People who would sniff at the idea of sightseeing in the average convention cities will gawk unashamedly at the sights of the capital city.

The convention program leaves the

afternoons largely free for sightseeing and other diversions.

Washington means different things to different people. To some it is the lair of the big-government octopus. To others it is the source of luscious hand-outs. Many feel it to be the mainspring of all that is humane and progressive in government. Others see in it the home of the most cynical type of political aggrandizement. But whatever individual citizens may think of Washington, it is still the seat of their government. We may not like all that goes on there but it is nevertheless a city of absorbing interest to all Americans.

So it's not surprising that the prospects are that total attendance will exceed that of any previous N.A.L.U. gathering. Fortunately, there are good hotels convenient to the Statler but even so our advice is: Get your reservation in, if you haven't already done so, if you want to sleep closer to the headquarters hotel than Garrett Park, Md.

An Encouraging Lesson from the A. & P.

One of the discouraging aspects of trying to keep the government camel out of the private enterprise tent is that so many people, including a large proportion of those who would be willing and able to lead a fight against such encroachment, feel that they are beaten from the start. Not only is the government felt to be an invincible colossus but a large percentage of the public is assumed to be favorable to governmental expansion and actually or potentially hostile to business.

Consequently, it is encouraging to know of the response that the Great Atlantic & Pacific Tea Co. has elicited in its fight against what it contends are unfair accusations of the anti-trust division of the Justice Department. It is reported that many housewives and other interested consumers have written in to the Justice Department denouncing its efforts to break up the A. & P. chain and that the anti-trust division now realizes it has a bear by the tail, which it would like to release if it could do so safely and gracefully.

The big display ads that A. & P. has been using to trumpet its messages have been well conceived and hard-hitting. They prick the consumer in a highly sensitive spot—his pocketbook. They are hitting the Justice Department with everything that A. & P. has in its ammunition locker.

Why is it that the A. & P. is apparently accomplishing so much more than all the other efforts—with the possible exception of the American Medical Assn.—are doing to keep the federal government from taking over fields long considered the domain of private enterprise?

One answer may be that A. & P. is fighting for its very life and knows it. It has no reason to pull its punches for fear the government will become more hostile than it is. When somebody is trying his best to take you apart you don't have to worry about making him madder than he already is.

Then, A. & P. is unified. As a single corporation it can make its defense and counter-attack more intelligently and efficiently than if it were merely one of a group of companies in the same fix.

There's an encouraging lesson for the insurance business in what the A. & P. is doing, for it indicates that even a single corporation can make an effective fight against unfair government attacks when the need to fight back is sufficiently vital. If the time should ever come when the welfare state boosters put on a real all-out effort to make insurance a federal adjunct, the arsenal of private insurance may surprise the public with the power of its weapons and the accuracy with which they can be aimed.

PERSONALS

Paul R. Green, general agent at Seattle for Aetna Life, has been elected president of Seattle Municipal League.

John James, Occidental Life, Salt Lake City, is marking his 30th year with the company. He is a former Utah commissioner. John Ramezzana, Stockton, Cal., has celebrated his 20th anniversary.

C. J. Skelton, secretary of Republic National, has been elected chairman of the Oak Cliff Y. M. C. A.

C. A. Craig, founder and chairman of National Life & Accident, has awarded to a Pulaski, Tenn., high school student the annual \$2,000 scholarship to Vanderbilt University in honor of his late wife, Mrs. Maggie S. Craig. Four students are now attending Vanderbilt under previous scholarships.

Charles I. Lytle, supervisor at Buffalo for New England Mutual Life, has been elected president of Niagara Falls Junior Chamber of Commerce.

Prudential has honored three district managers for service. They are: Arthur Devine, St. Paul, 45 years; Anthony J. Mullen, Chester, Pa., 30 years, and Henry J. Elie, Salem, Mass., 25 years.

Associates honored R. H. Laub, assistant treasurer of Federal Life, at a party in Chicago on his 50th anniversary with the company. Among those who extended congratulations was Chairman Isaac Miller Hamilton, who celebrated his 50th year with the organization last September. President L. D. Cavanaugh presided and Mr. Laub was presented matched luggage and other gifts.

Mr. Laub will be eligible for retirement on July 1.

Vincent B. Coffin, vice-president of Connecticut Mutual, has been named chairman of the activities committee of National Travelers Aid Assn. He is regional vice-president for New England and a member of the executive committee.

OBSERVATIONS

Sales Tied to SS Change

With much of the legislative debate on the social security act revision out of the way, many agency men are waiting for the program to be announced in its final form. Many of them hope to use the revision as a sales stimulant.

With an increase in benefits scheduled there will be an effect on practically all programs that include social security. In addition, many new groups will be included and become eligible for the social security sales approach. Definite efforts on new sales charts and programming suggestions will be made as soon as the final revisions become law.

What's the Measure of Size?

A subscriber recently wrote in, taking us to task for running an advertisement of a company that he felt was claiming a higher position on the size ladder than it was entitled to. It turned out that the subscriber was using insurance in force as a yardstick, while the company was using assets. In this particular case

it made a difference of a couple of rungs on the ladder.

Doubtless an excellent argument could be made for either assets or in-force as a criterion of size.

Assuming that two companies with the same amount of insurance in-force are operated with equal actuarial soundness, such factors as having more business on higher premium plans in force for a longer time and having more annuity business, more disability business and more liability under old, high-income settlement options would result in the greater amount of assets. In addition to such factors as the foregoing, companies may have varying ideas as to how much in the way of assets they need to take care of their various liabilities.

Thumbnail Definition

Proposed for inclusion in the next set of C.L.U. exams:

Q. What is the difference between a general agent and a manager?

A. Where a general agent goes broke a manager is fired.

Creeping Old Age

The age of the producers in an agency is something that alert agency executives and managers have to be constantly aware of because it is so insidious a way in which an agency can grow dangerously over-age without anybody knowing about it.

Directs Sales Promotion

Rex H. Anderson has joined the agency department of Great-West Life as supervisor of sales promotion. He has been in charge of sales promotion for Washington National. Mr. Anderson entered the business in 1941. Following air force service he opened a group office for Washington National at New Haven, and became assistant group supervisor for New England. He returned to the home office in 1948.

Tell Costs of NSLI

WASHINGTON—At the hearing before the Hardy subcommittee representatives of the armed services testified on estimated costs to the armed forces on account of National Service Life. These figures indicated NSLI in the army and air force cost those services a total of 29,902 man-years' work and \$68,352,000 during the years 1940-50, inclusive. During the war years the money cost was about \$51 million to the army and air force.

The navy estimated its costs on account of NSLI, 1941-50 (through March) at \$25,170,000, without including the marine corps and coast guard. Navy estimated cost per policy this year at \$3.17. All these costs came out of appropriations for the armed forces, in addition to veterans administration and other governmental costs of NSLI.

Conn. Mutual Lincoln Shift

Fred E. Bodie, Jr., and B. Melvin Johnson have been appointed as brokerage manager and area district manager, respectively, at Lincoln, Neb., by Connecticut Mutual. Mr. Bodie, who joined the company in 1939, has been manager at Lincoln. Mr. Johnson joined the company three years ago.

THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd.,

EDITORIAL DEPARTMENT: Managing Editor: Robert B. Mitchell. News Editor: F. A. Post. Associate Editor: Levering Cartwright. Assistant Editors: Richard J. Thain, John C. Burridge.

OFFICERS: Howard J. Burridge, President and Secretary. St. Cincinnati 2, Ohio.

LIFE INSURANCE EDITION PUBLISHED EVERY FRIDAY

CHICAGO 4, ILL. Telephone Wabash 2-2704.

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Why Physicists Tell

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SALES IDEAS OF THE WEEK

Why, How to Write Physicians, Weis Tells Purser Agents

Max H. Weis, Penn Mutual agent, presented an interesting exposition of why and how he concentrates on sales to physicians at a meeting of the Carr R. Purser agency of Penn Mutual in New York City.

Mr. Weis described doctors as needing life insurance more than any other class of men, because their investments have been in themselves and if their income-producing power is destroyed there is nothing left. Doctors constitute an excellent market with great potentialities because they are men of high education who recognize easily the value of life insurance to them.

Mr. Weis reported that out of all the policies he has placed with physicians, 90% pay premiums annually and persistency has been 100%.

He started writing physicians through his brother-in-law, who is a doctor and his best center of influence. He advised the agent who would concentrate on doctors to do as he did and to see if they can obtain lists of young physicians who have opened offices recently or completed their internships. Acquaintance with a physician, perhaps the family doctor, could lead to this sort of information. Mr. Weis circularizes the young doctors and the replies and results are very profitable.

He pointed out that selling doctors presents difficulties that are not present in other fields. Physicians are not always available and every minute of their time has to be accounted for. They frequently get emergency calls which coincide with appointments. Mr. Weis recounted how he recently made a sale late at night behind bars while the doctor was at duty at a ward for prisoners.

The Busier the Better

Mr. Weis finds that the busier the doctor, the better are his chances to do business. He first discovers whether the prospect is a society physician or a neighborhood physician. If he is of the Park Avenue variety, he most likely has a secretary or nurse and the problem is to get past this young lady. He finds that very often these girls attempt to decide whether their employer has any need of any additional insurance. In order to get into the office and to get an interview under favorable conditions, Mr. Weis calls up the girl and asks for the office hours and no more. Then he calls on the doctor towards the end of his hours without making an appointment.

He said that the neighborhood physician as a rule has office hours from 12 to 2 or 1 to 3 p.m. In this case, he does not check the hours, since no secretary will interfere. The doctor is usually limited to a set time which is listed on his door. Without an appointment during the day an agent can be sure he is in and be able to talk to him. Though the neighborhood doctor has evening hours, Mr. Weis cautions against calling at that time. The majority of patients come at night and the waiting room is lined with cash customers. At the end of the evening hours, the neighborhood physician has to make calls or he's too tired to discuss financial affairs.

The speaker pointed out that once he is in the office of the physician his most important competitor is time. He has to get his story over without delay and pack as much information as possible in the first interview. With this accomplished, he arranges for a second interview, asking for at least 20 to 30 minutes of uninterrupted attention. It is usually in the second interview that he closes the case.

Robert W. Ebling, Jr., of the agency,

advised his fellow agents to give some thought to their records. The records will show the batting averages on morning, afternoon and evening calls and an agent should be able to evaluate the record on each type of call to guide his future activity. He said that he records all names that he hears in conversation and names of people he sees on the street, subways, parties, football games, churches, and so forth. He has found that if he gets these names down in black and white together with all the information which he feels he shouldn't forget about them, his prospecting problems are lessened. He said it is well to have a book listing names in every part of town, so that the agent who is in a distant part of the city and faced with cancellation of an appointment or a forced wait, has prospects to call on in the section.

Raymond S. Ponsoldt, who lives in suburban Bergenfield, N. J., told how he woke up to the possibilities for business in addition to his chief activities gain to spend some time at that business as in addition to his chief activities in New York City. This suburban work has in the past twelve months produced 30 written cases for \$206,000 volume and 24 paid cases for \$146,000 volume.

Mr. Ponsoldt arranged to direct mail the suburban market and telephoned replies for interviews in the evening. He goes "on the air" from 7 to 9 p.m. and asks for appointments to discuss saving money, analysis work, educational plans, and so forth. He usually arranges the interview in the prospect's home with his wife taking part in the discussion. Majority of his business is written after two or three interviews. Most of this suburban work is on residential night calls but he spends some day hours working with local businessmen.

Columbian Group Office

Columbian National has opened a group office at 225 Broadway in New York City with William J. Hlawatch in charge. Mr. Hlawatch was formerly assistant group manager with Connecticut General in New York City and is assisted by William Kissane. Anthony Bari will be claims manager in the new office.

Beneficial Standard Life has been licensed to write life and disability insurance in Tennessee.

DEATHS

GEO. H. MACDONALD, 58, general agent for Massachusetts Mutual Life in Chattanooga, died suddenly. He had been with the Chattanooga agency since 1927 and was appointed general agent in 1930. He was a past president of the Chattanooga Life Underwriters Assn. and had served on the executive committee of Massachusetts Mutual General Agents Assn.

WALTER P. HARRIS, 51, for 15 years a special agent for Northwestern Mutual Life and twice a Million Dollar Round Table member, died suddenly at his home in High Point, N. C.

WALTER H. STONE, 37, of Henderson, N. C., district superintendent for Life & Casualty, died of a heart attack.

DR. GEORGE A. HARLOW, who retired in 1937 as first assistant medical director of Northwestern Mutual Life, died at the home of his daughter in Hartford. He had been living at Winter Park, Fla. He joined the company in 1899.

GEORGE STEVENSON, 58, general agent of Northwestern National Life at Perry, Ia., died after an extended illness. He formerly was district manager at Des Moines for Equitable Society.

FRANK E. LAHEY, 84, retired Buffalo superintendent of Prudential died there. He was past president of Buffalo Life Underwriters Assn. and Prudential superintendent from 1901 until his retirement in 1931. He joined the company in 1896.

Review Rating Plans for New York DBL

As of May 15, 79 companies had filed rates with the New York department on the state disability benefits law, M. J. Schwartz, of the department, said in reviewing DBL rates and rating plans in an informal discussion at the spring meeting of the Casualty Actuarial Society. Many companies have filed three groups of rates generally classified as 4-24 lives, 25-49 lives, and groups with 50 lives or more.

The rates filed are minimums, he said, which are in many cases loaded for industry and other hazardous exposures. Rates for groups larger than 50 are loaded for sex with the loading running between 40% and 60%. Some companies have filed graduated percentage discounts based on the amount of premium and in some cases on the number of lives. One company has filed a retrospective rating plan.

In groups of 4 to 24 lives 27 companies have filed per capita rates regardless of female content ranging from \$1.70 to \$2 per person per month, the average being \$1.85. Most of the others have filed percentage of premium rates.

Procedures Vary

In the 25 to 49 lives group six companies have filed per capita rates regardless of female content and six companies have filed per capita rates graduated by percentage of females. All others have filed either percentage of payroll or monthly per \$10 a week rates. In groups over 50 the rates filed are based on a percentage of taxable payroll or per \$10 a week benefit. Some have filed both methods. Others have filed per capita rates based on the average weekly or monthly taxable payroll of the policyholder or based on payroll groups. Mr. Schwartz translated the various methods into percentage of payroll based on the maximum of \$3,000 a year or \$60 a week and tabulated the rates at the lowest female content. The female content varied from none to 33 1/3%. The range was from .64% to .90% of payroll and the average rate was .735% of payroll.

No Discrimination

Companies are not allowed to file a statewide per capita rate for groups of over 50 lives since this would unfairly discriminate between groups of employers with high average payrolls as against smaller groups, he said. For groups of less than 50 lives the statewide per capita rate was accepted to simplify handling and keep the expense on those groups within reasonable limits. Companies are not allowed to file two rating plans that are substantially different for the same class of risks. For example, a company may not file both a per capita and a percentage of payroll rate for groups of under 50 lives.

Of the 74 companies that have filed a rate for groups exceeding 50 lives 53 fall within the .70% to .75% of taxable payroll bracket.

Benefits written in excess of statutory have generally included shorter waiting periods, higher than 50% of pay, higher limits, longer period, or 13 weeks for any one illness.

The rates filed are, in most cases, the group rating previously filed loaded by from .1 of 1% to .15 of 1% of taxable payroll, or by from 20 cents to 30 cents per person per month to provide for the sick unemployed.

Flag Raised on N.Y. Life Apartment

Topping out ceremonies were held at the 20-story apartment building being built by New York Life on the block between East 65th and 66th streets and Second and Third avenues in New York.

With the raising of the company pennant on the superstructure it was announced that more than half of the 582 apartments already had been rented from plans.

Tells Principal's Responsibility on Torts of Agent

When an agent, acting within the scope of his authority, that is, doing any of the things that he was appointed to do, instead of doing them honestly commits some fraud against and injures an applicant or a policyholder, the company is liable for such fraud, said G. Edgar Coxworth, associate general counsel of Ohio National, in his paper at the recent meeting of the Assn. of Life Insurance Counsel at White Sulphur Springs.

Much of the confusion and conflict in court cases is due to failure to note the distinction between acts done by an agent within the scope and course of his employment and acts done merely during his employment, said Mr. Coxworth. In order to render the principal liable for the tort, it must have been committed while carrying out the principal's business. Broadly stated, the tort of an agent is within the course of his employment when he, in performing it, is endeavoring to promote the principal's business within the scope of the actual or apparent authority for that purpose. But if the agent steps aside from the principal's business, for however short a time, to do acts not connected with such business, the relationship of that agency is, for that time, suspended and the agent is not acting within the scope of his employment.

The liability of the principal is determined in any particular case, not merely by what was the apparent authority of the agent, but by what authority the third person, exercising a reasonable care and prudence, was justified in believing the principal had, under the circumstances, conferred upon its agent. The apparent authority, so far as third persons are concerned, is the real authority and when a third person has ascertained the apparent authority with which the principal has clothed the agent he is under no further obligation to inquire the agent's actual authority.

Allison Elected President

R. Wayne Allison, general agent for National Life of Vermont, was elected president of the Milwaukee C.L.U. chapter at the annual luncheon meeting. Collin D. Resch, John Hancock, was advanced to vice-president, and Harvey E. Leiser, Equitable of Iowa, was named secretary. Walter C. Mayer, Mutual Benefit Life, a trustee of the American Society, spoke.

Beebe Made Madison G. A.

Clarence M. Beebe, formerly supervisor in the Madison agency of Massachusetts Mutual Life, has been appointed general agent there for National Guardian Life. He is a member of the Wisconsin Leaders Round Table.

To Agency Posts



Robert L. Parish

E. L. Nicholson

Two of the younger generation with Connecticut General Life have been advanced in the agency department. They are Robert A. Parish, new superintendent of agencies and Elmer L. Nicholson, who has been named assistant superintendent of agencies.

Prudential's NEW LOW DBL RATE

\$1.80 monthly per employee (\$5.40 quarterly) is Prudential's **new low rate** for statutory benefits, 4 to 49 employees, under the New York Disability Benefits Law.

- No complicated data necessary.
- Uniform rate regardless of sex or earnings — just multiply quarterly premium rate by number of employees.

This **new low rate** — and Eubank and Henderson's well-known, no-charge, "know-how" service — will help you achieve maximum DBL sales during the four weeks left to July 1.

Brokerage Specialists

EUBANK & HENDERSON, Managers

Downtown Agency

The Prudential Insurance Company of America

40 Wall Street — Dlgb 4-0040 — New York 5, New York

For Sales' Sake — Watch These Ads

Cincinnati
spotless

Yes, a brilliant smartness awaits you at the newly modernized Hotel Sinton—gorgeously decorated—beautifully furnished. Every hotel facility for your comfort.

Write today.

HOTEL SINTON

AMONG COMPANY MEN

N.W. Mutual Makes Bond Staff Changes

Several changes have been made in the bond department of Northwestern Mutual Life. Four divisions have been established under managers to assume responsibility of investigation and negotiation in connection with security investments.

Philip N. Cristal, who has been director of railroad bond research since 1933, will now have the title of manager of transportation investments, continuing in charge of the railroad bond division.

Three assistant directors of bond research have been given new titles. They are Peter B. Langmuir, who becomes manager of industrial investments; William F. Morgan, manager of municipal investments, and John Thornborrow, manager of public utility investments.

Mr. Langmuir joined the company in 1947 as an industrial bond analyst. Pre-



P. B. Langmuir



W. F. Morgan



J. Thornborrow

viously he was with Cleaver Brooks Co., Milwaukee, the government office of scientific research and development, and F. Eberstadt & Co., New York investment bankers.

With Northwestern Mutual since 1945, Mr. Morgan has been with a Pittsburgh trust company, a Detroit investment counsel firm, the War Department in ordinance renegotiation work and the Fruehauf Trailer Co.

Mr. Thornborrow has been specializing in the analysis of public utility investments. He went with Northwestern Mutual in 1947 from Ebasco Services, Inc., New York, where he was a public utility rate consultant. He at one time was with Central Illinois Public Service Co., Southwestern Gas & Electric Co., Middle West Service Co. and Cleveland Electric Illuminating Co.

Lester J. Doman and Elmer E. Neick, officers in the bond department since 1947, have been appointed investment research officers. Mr. Doman has been in the transportation division and Mr. Neick in the municipal division, and both will continue in these fields.

Chandler Osborn, superintendent of bonds, will continue to have charge of the custodianship, purchase and sale, and accounting of the security account.

Sun Life Promotes Three

Sun Life of Canada has appointed H. B. Fewkes, J. F. Innes and A. S. Kirk, formerly supervisors in the investment department, as assistant treasurers.

Mr. Fewkes joined Sun Life in 1927 and became supervisor of the industrial section in the investment department in 1946. Mr. Innes, a McGill graduate, joined the company in 1926 and became supervisor of the government and municipal section in 1944. Mr. Kirk, a Harvard business school graduate, joined the company in 1929, and

became supervisor of the public utilities section in 1943.

Union Labor Puts Collins, Ellis in Higher H.O. Posts

Union Labor Life has appointed William S. Collins, formerly assistant agency manager, vice-president and agency manager, and Rudolph Ellis, formerly assistant secretary, vice-president and group manager.

Mr. Collins has been with the company 10 years and prior to that was with Penn Mutual. For several years he has assisted Edmund P. Tobin, executive vice-president since 1949, and has been specializing in the development of an agency organization for the company in the 14 states in which it operates.

Mr. Ellis has been with the company since its inception in 1927 and has been head of the group department eight years. Under his direction the company has climbed to 17th among all group writing companies, its position last year.

Two Join Coastal States

A. B. Cline, for many years a vice-president of Citizens & Southern National Bank at Savannah, Ga., has been named manager of the bank loan department of Coastal States Life.

Alec A. Kroeg has been appointed chief underwriter. He formerly was assistant secretary for Liberty Life.

Slemmer Leaves Scranton

John O. Slemmer has resigned as manager of agencies of Scranton Life to go into a different line of business in Philadelphia. For the present, his duties will be handled by President Robert Merriman.

Veteran Officer Retires

Walter E. Mallory, agency secretary of Travelers since 1927, has retired. Mr. Mallory is the oldest member of the official family from point of service, having been an officer since 1912.

Mr. Mallory became a representative of Equitable Society in 1905 and in 1908 joined Travelers at Woodsfield, O. The following year, he was sent to Cleveland and six months later was transferred to Boston. He went to the home office in 1912 as agency assistant and was appointed assistant superintendent of agencies in 1917 and elected agency secretary in 1927.



W. E. Mallory

Rowley Agency Supervisor

C. G. Rowley of Hastings, member of Rowley & Johnson Investment Co., has been named home office supervisor of agents in central Nebraska for Union National Life of Lincoln. He will continue to make his home at Hastings.

Cheek Wins in N. C.

RALEIGH, N. C. — Commissioner Cheek assured himself of another two years in office with an easy victory in North Carolina's Democratic primary. He defeated Hoke Bostian, Greensboro insurance man, by an approximate 3-1 margin, unofficial returns showed, to win the Democratic nomination for his office. The Democratic nomination is tantamount to election.

Mr. Cheek was appointed last June, to succeed William P. Hodges.

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ACCIDENT AND HEALTH

Carl H. Lane New St. Louis President

ST. LOUIS—Carl H. Lane, manager of Reliance Life, was elected president of A. & H. Underwriters Assn. of St. Louis at the annual meeting here last week. He succeeds W. Stanley Stuart, General American Life.

Vice-president is John A. Dugan, General American Life; secretary, Hal B. Miller, Mutual Benefit H. & A., and treasurer, Ferd A. Schuth, Jr., American Hospital & Life. Named to the board were Leo E. Coffman, Columbian National Life; Virgil L. Klausner, Accredited Hospital & Life; George Stevens, Travelers, and LeRoy F. Bohley, Federal Life.

Concentrating on the "six major principles of successful salesmanship," Frank M. See, New England Mutual Life, gave an address on "Answering Objections." Mr. See listed the major principles of salesmanship as: "Don't do all the talking yourself; never interrupt your prospect; avoid an argumentative attitude that is belligerently positive; inquire first—then attack; restate clearly each objection advanced by the prospect in your own words, and even more forcibly than he has, and identify the key issue and stick to it. Don't digress."

Go After California "Medical Service" Assns.

LOS ANGELES—Actions against a number of so-called medical benefit associations, which are not now under supervision of the insurance department, have been started by local prosecutors on complaint of Los Angeles Better Business Bureau.

Norman S. Stafford, alias C. C. Roberts, pleaded guilty at Pasadena to eight counts out of 20 of obtaining money under false pretenses in connection with the operation of Western Beneficial & Medical Assn. It sold contracts for medical, hospital and health services, but testimony at the hearing brought out that it had failed to fulfill its contracts. Contract holders allegedly were given a panel of doctors to whom they could go, but in some instances at least the doctor knew nothing about being on any such panel.

Complaints also have been filed here against the Union Mutual Health & Medical Assn. and eight other similar associations. Hearing has been set for June 7.

An effort will be made to have the legislature at the next session embody in the insurance code sections that will place them under the jurisdiction of the insurance department. Commissioner Downey has complained frequently regarding their operations.

Gale Davis Named V.-P. of Mutual Benefit H. & A.

Gale E. Davis, assistant to the agency vice-president and assistant treasurer of Mutual Benefit H. & A., has been elected vice-president.

Mr. Davis joined the legal department of Mutual Benefit following his graduation from the University of Nebraska law school in 1932. In 1943, he became assistant to the vice-president in the agency department and in 1948 also became assistant treasurer.

Bankers L. & C. Asks Iowa Contempt Citation

DES MOINES—Bankers Life & Casualty asked the district court here to cite Commissioner Alexander for contempt. The company charged that Alexander "circumvented" one court order and "willfully failed to comply with another." Hearing on the application, the latest in the six-month controversy

between the commissioner and the company over its "White Cross plan" of advertising, is being held this week.

Last October the commissioner ordered it to cease using the "White Cross plan," which he claimed was misleading. The company then obtained an injunction restraining the commissioner from enforcing the order.

Then, when Mr. Alexander declined to renew the licenses of Bankers L. & C. agents, the company on March 22 secured an order directing the commissioner to issue such renewals.

The company now charges that Alexander "willfully failed to comply" with the March 22 order because in the agents license form reference to the company "having complied with the laws of Iowa" was struck out and there was inserted a statement that the license was issued pursuant to court order. Bankers L. & C. insists that it has complied with the laws and that this amendment of the license form comprises contempt of court.

Confer on Minimum Benefits

Commissioner Downey of California called an informal conference on the

regulations which he is to promulgate under the state's new minimum benefits law, with the California committee which is handling the matter for the companies, at San Francisco May 23-25. Because several members of the committee were out of the state, no action was taken and another session was set for Los Angeles June 1. No company or organization representatives from outside the state were expected to attend.

Policy Limits Boosted

Accredited Hospital & Life of St. Louis is issuing its blanket medical, H. & A. policy with no limit up to \$2,500 principal sum for accident and \$500 health protection. It will be issued individually or under a group plan.

Coast Agents Close Drive

Agents from the 11 western states of Equitable Society met at San Francisco to conclude the "Par for Parkinson" production contest. This year's campaign honoring T. I. Parkinson, president, outdid all others.

Mr. Parkinson in a talk discussed the investment problems of life companies and spoke of the many investments in housing and industrial projects. Other

home office men present were V. S. Welch, executive vice-president; S. A. Burgess and C. B. Metzger, 2nd vice-presidents, agency department, and A. P. Carroll, director of agencies, southern department.

Issue Supplemental New York TDB Forms

The New York department has sent out to companies licensed to write benefits under the temporary disability benefits law a new advisory form designed to qualify existing policies by providing that every disabled employee will receive benefits at least equal to those provided under the law.

Called advisory form F, it raises benefits to the statutory level in every case where the policy might fall below this level.

Advisory form J, which was sent out previously, is designed as a rider for existing policies to qualify programs which meet the "at least as favorable" test required by the law.

Judd C. Benson, Union Central, Cincinnati, president of N.A.L.U., addressed the breakfast meeting of the Denver managers which was attended by 35 agency heads.

Three "lines" mean bigger "catches" for Provident Producers

LIFE INSURANCE* . . All modern forms of Guaranteed Rate Ordinary from birth to age 65. Substandard, Annuities, and T & P Disability Income (\$10 monthly per \$1,000) combined with wide choice of Life plans.

A. and H. INSURANCE* . . Every form of Accident and Sickness coverage—including Franchise plans for five or more employees. Non-Cancellable Disability policies. Monthly Premium plans. Special Risk coverages.

HOSPITAL INSURANCE* . . Issued on Individual, Family Group (ages 3 months to 80 years) and Franchise plans. Hospital Room and Board, Miscellaneous Hospital Extras, Surgeon's Fees and Medical Care.

* All written on Group Plans (minimum of 25 employees) and on special forms designed for Railroad Employees.



PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY

CHATTANOOGA

protecting provident people since 1887



A Salute to a Pilot Leader:

JOHN W. UNDERWOOD

John W. Underwood, General Agent, Southern Pines, N. C. led all Pilot field representatives in production of business during the past 12 months. He has been a leading Pilot underwriter and agency manager since he started in the life insurance business with Pilot over 15 years ago.



Mr. Underwood enjoys considerable prestige with his company, his field associates, and among his extensive professional clientele. This prestige and recognition has made him want to be, and succeed in being, a top flight career underwriter. He is a leader in the Pilot field and we are proud of his record.

Pilot Life Insurance Company
GREENSBORO, NORTH CAROLINA



Dan'l Boone's...

independence typifies America's regard of Kentucky, "Fair Daughter of the East and Mother of the West." A hundred Life of Georgia men and women... Kentuckians all... are helping people of the Blue Grass State maintain through life insurance their traditional independence.

LIFE Insurance Company
of GEORGIA
THE OLD RELIABLE • SINCE 1891
HOME OFFICE - ATLANTA

LIFE AGENCY CHANGES

Franklin Names E. M. Smith at Houston, Fowler in N. C., Freedman at St. Paul

Franklin Life has appointed Emmett M. Smith as divisional manager at Houston, G. Garland Fowler as regional sales director in Tabor City, N. C., and Fred A. Freedman as general agent at St. Paul.

Mr. Smith, who is a C.L.U., entered insurance in 1938 with Jefferson Standard at Houston and in 1940 was made a supervisor. After service in the air



E. M. Smith



G. G. Fowler

force, he returned to Jefferson Standard as manager at Houston. While he was head of the office it advanced from 39th to 19th place among the company's 70 branches. Mr. Smith's interest in the insurance business was natural, since his father and two brothers were already engaged in it. One brother, Horace R. Smith, is now assistant superintendent of agencies for Connecticut Mutual. Mr. Smith recently became a director and 3rd vice-president of the Houston Life Underwriters Assn. and is chairman of the association's educational committee and that of the C.L.U. chapter.

Mr. Fowler entered life insurance 17 years ago and for 11 years has been with Atlantic Life as general agent at Tabor City. For four years in a row, through 1945, he led Atlantic Life's organization in personal production and his agency has always placed among the first six.

Mr. Freedman entered the business in 1940 as an agent of Equitable Society at St. Paul and in the same year was appointed a field assistant. In 1947 he became assistant manager there. He will combine personal production with agency organization for Franklin in St. Paul.

Martin Heads Rochester Agency for Home Life

Home Life has named James R. Martin manager at Rochester, N. Y. He succeeds Harold G. Pearson, who returns to personal production in Washington, D. C.

Mr. Martin has been field assistant and staff member of the basic training school.

Mr. Martin joined Home Life in 1940. A year later he entered the air force. In 1946 he resumed with Home Life in Champaign, Ill. He was named an assistant manager in 1947 and later opened a branch of the Champaign agency in Peoria.

His father, Ray Martin, is a Home Life veteran of over 30 years service and is manager of the Champaign agency.

J. D. Borne Succeeds Father

John D. Borne has been named to succeed his father, Lewis Borne, as general agent for Massachusetts Protec-

tive and Paul Revere Life at Honolulu, effective July 1. Lewis Borne plans to continue in personal production.

John Borne, who has resided at Honolulu since 1933, entered the business as an agent in 1941. He is a graduate of the L.I.A.M.A. school.

Prudential Raises Steil To Pittsburgh Manager

Ralph K. Steil, assistant manager with Prudential at Kansas City, has been promoted to manager at Pittsburgh. He replaces Herbert H. Linn, who asked to be relieved but will continue as associate manager.

Mr. Steil was graduated from Missouri in 1945 and joined Prudential at Kansas City the same year. In 1948 he was promoted to assistant manager.

State Mutual Life Ups J. J. Ryan, A. S. Ozburn

State Mutual Life has opened a group office at St. Louis with Joseph J. Ryan, home office representative, as manager and has appointed Allen S. Ozburn as group department home office representative in charge of the Kansas City office.

Mr. Ryan's office will be in the Railway Exchange building. He joined State Mutual in 1947 as assistant general agent at St. Louis. He went into in-



A. S. Ozburn



Joseph J. Ryan

surance in 1931 and into the group field in 1935.

Mr. Ozburn started in insurance in 1930, became a group representative for General American in 1932, later becoming manager at Des Moines.

State Life, Ind., Names Smith, Garvin Managers

State Life of Indiana has appointed Robert E. Smith as manager at Detroit, and has named Elmer W. Garvin



R. E. Smith



E. W. Garvin

as manager at Pittsburgh, the latter appointment becoming effective June 26.

Mr. Smith succeeds Charles M. McClure who will remain with the agency as a personal producer. Mr. Smith entered life insurance with Home Life of New York, joined Union Central in 1926 at New York City, and became supervisor for Metropolitan Life at Detroit in 1934.

Mr. Garvin, who is a C.L.U., received his master's degree in insurance from the Wharton school of University of Pennsylvania. He joined Equitable Society at Pittsburgh, went to Metropolitan in 1938 and became an assistant manager on returning from the navy.

Col. A. Devitt

Colorado A. Devitt, elected Fr. Capitol L. Adams, Sec. named vice-nell, secreta Mr. Dev. dent of the 30 years h. Association goal during the agents' defeated in

Plan Ad. At Mad.

The Univ. Wisconsin Assn. as s. insurance of the campus will live in Lake Mend. limited to tuition, roo. Registration of the Wis. siring resig. should add C. C. Cent. 6.

Among t. leaders at t. Gravengaar. George Lai. Neil Conwa. missioner; agent of C. Raymond S. Karn, trust. Markley, a. Marine Na. G. Wines, Wisconsin. rence E. Ba. Green Bay; and William. retary of N.

Pennsylv. Round T.

YORK— Underwrite. elected Alb. manager for dent. Nat. Wayne Ph. sington; B. tual, Harri. Occidental. John Bene. was elected. Pennsylv. elected Pe. president; vice-preside. son, Jr., Y. James F. announced son award. ciation will burg, John. for second. a bid for th. Speaker Rawles, di. ance. A gav. B. Wagner. risburg, ret.

West V.

At the a. ginia State at Charle. Fairmont v. officers are. ton, vice-p. kersburg, s. Osborne C. treasurer. At the a.

NEWS OF LIFE ASSOCIATIONS

Col. Agents Elect Devitt President

Colorado Assn. of Life Underwriters, at its annual convention at Denver, elected Frank H. Devitt, manager of Capitol Life, president. William O. Adams, Security Life & Accident, was named vice-president and Frank O'Donnell, secretary. All are from Denver.

Mr. Devitt in 1948 served as president of the Denver association and for 30 years has been active in National Association affairs. He has set as a goal during his term the adoption of the agents' qualification bill which was defeated in Colorado two years ago.

Plan Advanced Conference At Madison, August 6-11

The University of Wisconsin and the Wisconsin State Life Underwriters Assn. as sponsoring an advanced life insurance conference on Aug. 6-11 on the campus at Madison. All registrants will live in a dormitory on the shore of Lake Mendota. The registration will be limited to 50 and the complete fee for tuition, room and board will be \$40. Registration is not limited to members of the Wisconsin association. Those desiring registration or information should address their inquiry to Prof. C. C. Center at Sterling Hall, Madison 6.

Among the speakers and discussion leaders at the conference will be H. P. Gravengaard, Diamond Life Bulletins; George Laikin, Milwaukee tax attorney; Neil Conway, attorney for the tax commissioner; H. R. Buckman, general agent of Old Line Life, Milwaukee; Raymond Stroud, Madison attorney; C. Karn, trust officer, Madison; Robert T. Markley, attorney; Thomas A. Moore, Marine National Bank, Milwaukee; H. G. Wines, assistant trust officer, First Wisconsin Trust Co., Milwaukee; Lawrence E. Balza, Estate Planning Service, Green Bay; Richard Forrester, attorney, and William B. Minehan, assistant secretary of Northwestern Mutual Life.

Pennsylvania Elects Adams; Round Table Names Gordon

YORK—Pennsylvania Assn. of Life Underwriters at its annual meeting elected Albert C. Adams, Philadelphia manager for John Hancock, as its president. Named vice-presidents were Wayne Philips, Prudential, New Kensington; B. Carl Wharton, Fidelity Mutual, Harrisburg, and Vernon Phillips, Occidental of California, Philadelphia. John Benedict, Metropolitan, Bradford, was elected secretary-treasurer.

Pennsylvania Leaders Round Table elected Perry W. Gordon, Lancaster, president; John T. Lord, Philadelphia, vice-president, and Frank C. Hodgkinson, Jr., York, secretary-treasurer.

James F. Brooke, executive secretary, announced that the R. Maxwell Stephenson award to the outstanding local association will go to Norristown. Harrisburg, Johnstown, and York were tied for second. Williamsport has submitted a bid for the 1951 convention.

Speaker at the banquet was Jack Rawles, director of training for Reliance. A gavel was presented to William B. Wagner, New England Mutual, Harrisburg, retiring president.

West Va. Elects Dunsmore

At the annual meeting of West Virginia State Assn. of Life Underwriters, at Charleston, Ralph M. Dunsmore of Fairmont was elected president. Other officers are LeRoy L. Osborn, Charleston, vice-president; Glen Studer, Parkersburg, second vice-president, and W. Osborne Cofer, Parkersburg, secretary-treasurer.

At the annual meeting of the West

Virginia C.L.U. Gilbert W. Saffel, Morgantown, was elected president; Alan A. Greenspon, Charleston, vice-president, and Charles Moore, Morgantown, secretary-treasurer.

L. A. Assn. Slates Quigley

Life Underwriters Assn. of Los Angeles will hold its annual meeting June 7 and vote on the following slate: President, George P. Quigley, Provident Mutual Life; 1st vice-president, Mark S. Trueblood, Union Central Life; 2nd vice-president, Roy H. Sheldon, Equitable of Iowa; secretary, Jack White, Prudential.

Judge R. A. Pfaff of the traffic safety court will speak on "Accentuate the Positive."

Long Is Dallas President

Newman E. Long, general agent of Provident Mutual, has been elected president of Dallas Assn. of Life Underwriters to succeed Orville M. Erickson, John Hancock. Vice presidents are William B. Orman, Kansas City Life, and Herbert M. Holcomb, United Fidelity; secretary, Esther C. Hollmer, John Hancock; treasurer, Elliott McClung, Southwestern Life.

Nashville Assn. Elects

Starkey Duncan, general agent of John Hancock, has been elected president of Nashville Assn. of Life Underwriters, succeeding Clinton H. Pearson. W. F. Fussell, Interstate Life & Accident, is vice-president and Miss Osta Underwood, Mutual Benefit Life, secretary.

"There is no substitute for showmanship in selling life insurance," John R. Humphries, Provident Life & Accident, Chattanooga, the principal speaker, declared.

Detroit Women Elect

M. Louise Wilson of C. A. Macauley & Associated Consultants, was elected president of the women's group of the Detroit Life Underwriters Assn. Other officers are 1st vice-president, Matilda M. Wells, Prudential; 2nd vice-president, Laura E. Luckhurst, Canada Life; secretary, Helene B. Gillespie, State Mutual, and treasurer, Helen V. McCoy.

Chicagoans Hear Dawson

Louis W. Dawson, president of Mutual Life, will speak on "Life Insurance and Social Welfare" at the annual luncheon meeting of Chicago Assn. of Life Underwriters on June 15. New officers and directors will be introduced as will national quality award winners, L.U.T.C. enrollees, Purdue marketing graduates, and members of 100% membership agencies.

Mulky Okla. President

OKLAHOMA CITY—Francis P. Mulky, Phoenix Mutual, has been elected president of Oklahoma Assn. of Life Underwriters. Pearl Hasley, Massachusetts Mutual, is vice-president; G. Scaling Corby, American Mutual, secretary, and Lawrence M. Klein, John Hancock, treasurer. New directors are Ed P. Leslie, Jr., Mutual Life; Michael P. Massad, Connecticut Mutual; Leon M. Willits, Northwestern Mutual; Ernest Hodder, Equitable Society; C. D. Maier, Penn Mutual, and Howard O. Price, Metropolitan.

Frank Vesser, vice-president in charge of agencies of General American Life, gave some highlights on prospecting.

Pittsburgh—Robert F. Strobel, manager for Prudential at Canonsburg, Pa., discussed "Why Bother—It Takes Time" at a meeting of the Butler branch. The New Castle branch will hear Paul F. Jimirro, assistant manager of Metropolitan Life for the Allegheny district, talk

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on "Putting the Shoe on the Other Foot" at a meeting June 8. "Country Agent" will be the subject of William Pickels, staff manager for Prudential at Carnegie, Pa., at a Fayette county branch meeting June 13. In a talk before the Washington branch on June 14 John P. Shaffer, assistant manager Metropolitan Life, Pittsburgh, will deal with "Prospecting Is 90% of the Business."

Michigan City, Ind.—The LaPorte County association elected Steve Topolski, Michigan City, president; E. E. Starner, LaPorte, vice-president; and Clifford Weiland, Michigan City, secretary.

Springfield, O.—James C. Bryson has been elected president, succeeding Daniel F. Casasanta. Curtis Jacobs and R. J. King are vice-presidents; H. W. Eldridge, secretary; Herbert Speasmaker, state committeeman; J. Dewey Lytle, national committeeman.

Lexington, Ky.—A panel including Howard Reynolds, moderator, Jackson Parrent, A. L. Atchison and Mack Morgan, discussed general insurance, business insurance and tax problems.

Northeastern Wisconsin—Fred G. Haight, Wisconsin National, was elected president at a meeting at Green Bay. Omar L. Miron, National Life of Vermont, was reelected vice-president, and Ray Paque, secretary. Robert J. Osen is the new treasurer.

Manitowoc, Wis.—B. O. Schwartz, local attorney, discussed estate planning at the monthly dinner meeting. E. W. Witzel, New England Mutual, was

elected president; Fred Puls, Mutual Trust Life, vice-president; Thayer Snively, New England Mutual, secretary, and Margaret Vogelsang, Connecticut Mutual, national committeewoman.

Dubuque, Ia.—Virgil F. Freymann, Aetna Life, has been elected president, succeeding Cecela M. Gehring, Travelers. Ray Schneider, Prudential, is vice-president; Harry Ryan, Equitable of Iowa, secretary, and Lawrence Healy, Provident L. & A., treasurer.

Wausau, Wis.—Commissioner Lange spoke at a joint luncheon meeting of the Wausau Kiwanis and Rotary Clubs and the Wisconsin Valley association. He denied the allegations sometimes made that insurance companies control the regulation of the industry "by remote control," and said a recent survey "has given Wisconsin a clean bill of health." Mr. Lange, who was in the actuarial department of Great Northern Life when it was founded at Wausau, praised the new state life agent qualification and licensing law.

Denver—Judd C. Benson, Union Central, Cincinnati, president of N.A.L.U., addressed a luncheon attended by 200.

Central Kansas—Charles S. Hamilton, Great Bend, has been elected president; Frank H. Templeton, Great Bend, vice-president; Grant Hoener, Great Bend, secretary.

Miami—Members of the planning council presented a skit on estate planning. Those on the program were Albert Bernstein, tax attorney; Lee Robinson, vice-president and trust officer of the

First National Bank of Miami; A. H. McClain, certified public accountant and Walter Pierce, general agent for Massachusetts Mutual. The association will hold its annual outing June 3.

St. Joseph, Mo.—The nominating committee announced the following slate to be elected on June 23: President, James H. Hance, Equitable Society; first vice-president, Paul C. Poppe, Metropolitan; second vice-president, Ray Schellhorn, Prudential; secretary-treasurer, J. Thomas Conroy, Prudential, and national committeeman, John H. Scrivner, Mutual Benefit Life.

Lansing, Mich.—Loren E. Powell, representing the L.U.T.C. project of the National association, outlined the program and said some 5,000 men already have benefited from taking the course since its inception some three years ago.

E. M. Reed, Battle Creek, an instructor in the L.U.T.C. program the past year, outlined the program on a local basis.

Jackson, Mich.—Denis Menton, who represents Prudential in Michigan and northern Ohio, said pension plans undoubtedly are "here to stay—for better or worse." He said the basic feeling of insecurity pervading the populace accounts for this modern trend. He said they are not new, however, to insurance observers and he stressed the advantages of group annuity programs.

It was announced that efforts are afoot to bring the 1931 state association convention to Jackson. George Dobben explained plans for officers' training schools to be sponsored by the state association.

Bay City, Mich.—Walter N. Wright, Prudential, has been named president to succeed Chester Prunette, who recently was transferred to another city. Mr. Wright served two previous terms as president. Floyd Socia was named vice president and Fred Neumann secretary.

Pontiac, Mich.—Lawrence E. Ludeman has been installed as president to succeed Curtis E. Patton. Executive vice-president and secretary is Allan G. Hamilton; vice-president and program chairman, Robert E. Vantine; treasurer, Oswald Burke.

Loren E. Powell of the National association spoke on the L.U.T.C. program.

Kalamazoo, Mich.—Harry E. Perryman has been elected president. Vice-president is Wade C. Campbell; national committeeman, R. G. Gibbens; secretary, Rodney A. Lenderink.

Winfield Holland, vice-president in the trust department of First National Bank & Trust Co., stressed the value of a properly drawn will and the need for cooperation of life men in seeing that their clients are so protected.

Elkhart, Ind.—Howard H. Meld, group supervisor for Equitable Society at Fort Wayne, spoke on "Personal Life Insurance as a Springboard to Business Life Insurance."

Fort Wayne, Ind.—Glen Isgrig, Reliance Life, Cincinnati, gave a chalk-talk demonstration on "Visual Aids in Selling" before the L.U.T.C. class.

Goldboro, N. C.—E. E. Hendrickson has been elected president of the Wayne County Life association; Louis Everett, vice-president; T. D. Kennedy, secretary; J. W. Rouse, treasurer.

Henderson, N. C.—James R. Sneed has been elected president, succeeding J. C. Gravitt. George W. Harrison and A. W. Glover are vice-presidents; W. C. Bryant, secretary, and C. E. Greene, national committeeman.

Southwest Kansas—Justin G. Fortune, Kansas City Life, Garden City, has been elected president, succeeding Vaughan A. Kimball, Dodge City. Vice-presidents are Russell C. Hunter, Bankers of Iowa, Dodge City, and Jack Cohoon, Businessmen's Assurance; secretary, Warren Gladheart, B.M.A., Garden City.

At the June 10 meeting at Garden City, Orville Eby, Wichita general agent of Kansas City Life, will speak on "Packaging Selling." The film, "For Some Must Watch," will be shown.

Dr. Baehr New President

Dr. George Baehr was elected president and medical director of Health Insurance Plan of Greater New York, succeeding David M. Heyman, who was elected chairman. Deputy Mayor William Reid was elected vice-chairman and George G. Kirstein, former executive secretary and chief administrative officer of national war labor board, fills the newly-created post of executive vice-president.

MANAGERS

Wharff Columbus President

C. C. Wharff, New England Mutual, has been elected president of Columbus



C. C. Wharff

(O.) Life Managers & General Agents Assn. He succeeds Ralph W. Hoyer, John Hancock. C. Harry Emanuelson, Massachusetts Mutual, is vice-president and John V. Johnson, Mutual Benefit, secretary.

Herman Jeffers, Midland Mutual, and Paul M. Smith, New England Mutual, were given honorary life memberships in recognition of their long service and their contribution to life insurance.

Fitzgerald, Madden Speak

The American Management Assn. conference on general management problems being held in New York City June 1-2 will have as featured speakers Edmund Fitzgerald, president Northwestern Mutual Life, on a special presidents round table and James L. Madden, 2nd vice-president Metropolitan Life, on method for a continuous audit of management policy and procedure as an aid to management maintaining an effective balance between various aspects of operations.

Eber M. Spence, vice-president and director of agencies of American United Life, addressed the Cleveland Life Managers on agency building.

Pa. Begins Law Recoding

HARRISBURG, PA. — Committees from each branch of the business, to make insurance law recodification proposals, are to be formed before July 1 under the proposal of Commissioner Leslie that every segment of the business be represented.

Mr. Leslie designated Insurance Federation of Pennsylvania to see that the study committees are set up. There will be committees on life, fire, and casualty, with sub-committees on multiple-line, A. & H., title, fraternal and beneficial, agents and brokers, reciprocals and Lloyds.

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(CONTINUED FROM PAGE 1)

Independent, Columbus, O.; Carlin, Oscar E., (1) John Hancock, Columbus, O.; Carpenter, Thomas K., (1) N. W. Mutual, New York City; Carr, N. W., (2) Jefferson Standard, Jackson, Miss.; Carrick, W. Roy, (2) Aetna, Worcester; Carrington, E. C., (4) Govt. Personnel, San Antonio; Carruthers, Ewing, Jr., (5) Mass. Mutual, Memphis; Carver, Weldon G., (3) S. W. Life, San Antonio; Castelo, Robert E., (1) N. W. Mutual, Champaign, Ill.; Castleman, Harry W., (4) N. E. Mutual, Louisville; Cavanaugh, Walter R., (3) Aetna, Detroit; Charlap, Harold M., (1) Sun Life of Canada, Philadelphia; Cheney, Lyle H., (4) New York Life, Pasadena; Ching, Quan Lun, (1) Prudential, Honolulu; Choate, Edward, (2) N. E. Mutual, Los Angeles; Churchill, Edward S., (1) N. W. Mutual, Hartford; Clark, Paul F., (2) John Hancock, Boston; Clark, Warren E., (1) N. W. Mutual, Milwaukee; Clarke, Dana C., (2) Independent, New York City; Clayton, John E., (1) Mass. Mutual, Newark; Cleaton, Charles E., (2) Occidental of Cal., Los Angeles; Cline, William T., (1) Continental Assur., Chicago; Cluthe, Herbert F., (1) N. W. Mutual, Newark; Coburn, Joseph J., (2) Mass. Mutual, Detroit; Coe, Warren F., (2) Penn Mutual, Oshkosh, Wis.; Cohen, Ithiel A., (1) Reliance, Pittsburgh; Colby, Ralph L., (2) Franklin, Indianapolis; Collins, Eric L., (1) New York Life, San Francisco; Collins, Thomas V., (5) Great American Reserve, Dayton, Tex.; Comer, James T., (2) Jefferson Standard, Castonia, N. C.; Cook, Paul W., (1) Mutual Benefit Life, Chicago; Copeland, Harry C., Jr., (5) Mass. Mutual, Syracuse; Cord, William O., (2) Fidelity Mutual, Dayton, O.; Costello, John P., (1) S. W. Life, Dallas; Covert, Harold M., Jr., (4) Mutual Benefit Life, Allentown, Pa.; Cowan, Norman, Jr., Imperial, Toronto; Coyle, Michael P., (3) Phoenix Mutual, New York City; Craig, J. Lowell, (2) N. W. Mutual, Milwaukee; Crandon, Lowell D., (1) N. E. Mutual, Newark; Crauder, Clarence E. P., (1) N. W. Mutual, Poughkeepsie; Crawford, S. Hume, (1) Manufacturers, Toronto; Crowley, James B., (2) Mutual Benefit Life, Chicago; Crum, Frank, (3) New York Life, Detroit; Cummins, Charles A., (1) Equitable Society, Chicago; Currie, J. Weldon, (2) N. E. Mutual, Miami; Cusick, William J., (5) New York Life, St. Louis.

Daniels, Russell R., (5) Kansas City Life, Washington, D. C.; Darby, R. U., (3) Mass. Mutual, Baltimore; Dashiell, S. R., (3) Lincoln National, Norfolk; Davidson, William D., (1) Equitable Society, Chicago; Davies, Edwin G., (1) Manufacturers, Los Angeles; Davies, Robert A., (1) New York Life, San Francisco; Davis, Harry I., (2) Mass. Mutual, Atlanta; Dean, Daniel E., (2) Equitable Society, Philadelphia; Dearle, Joseph H., (4) New York Life, New Orleans; Decker, Arthur C., Jr., (2) National Equity, Shreveport; DeGryse, Charles W., (4) N. W. Mutual, Chicago; Deitch, Victor, (3) Sun Life, Indianapolis; Demetriou, Peter, (3) Metropolitan, New York, N. Y.; Denman, R. Earl, (1) Pacific Mutual, Cincinnati; Dickey, Allen, (4) Great-West, Beverly Hills; Dillon, Harold T., (2) National of Vt., Atlanta; Dinsmore, R. Braddock, (2) Provident Mutual, Princeton, N. J.; Dornitz, Arnold, (2) New York Life, New York, N. Y.; Donnelly, M. J., (2) Equitable Society, New Castle, Pa.; Donohue, Jack, (5) New York Life, Sioux City, Ia.; Donovan, Francis B., (2) N. W. Mutual, Peterborough, N. H.; Dougherty, Hugh K., (1) New York Life, Anchorage, Alaska; Dozier, R. W., (1) Mass. Mutual, Oklahoma City; Duax, Leo P., (2) Equitable Society, Eau Claire, Wis.; DuBuis, Henry W. E., (2) N. W. Mutual, Los Angeles; Duffey, Parks P., (4) Conn. General, Richmond; Duncan, Earle Y., (2) Conn. General, New York, N. Y.; Dunnavan, Paul H., (1) Canada Life, Minneapolis; Durant, Merton, (1) Canada Life, Toronto; Duval, Herman, (1) N. W. Mutual, New York, N. Y.

Earl, Charles H., (2) Govt. Personnel, Little Rock; Earl, W. E., (4) Govt. Personnel, San Antonio; Earley, Ernest H., (1) N. W. Mutual, New York, N. Y.; Earls, William T., (1) Conn. Mutual, Cincinnati; Ebenstein, Arthur A., (1) Union Central, Beverly Hills; Edson, Dewey, (4) N. W. Mutual, Madison, Wis.; Edwards, Herman C., (1) Equitable Society, Chicago; Eisen, Sol, (1) Canada Life, Toronto; Eisenrath, Julius M., (2) Guardian, New York, N. Y.; Elder, Andrew J., (1) London Life, Toronto; Elder, Robert A., (4) Equitable of Iowa, Williamsport, Pa.; Emerson, Richard L., (1) Phoenix Mutual, Boston; Engle, Frank M., (1) N. W. Mutual, Tulsa; Epstein, Ben, (3) Kansas City Life, Houston; Erickson, Edwin R., (1) John Hancock, Buffalo; Esnedal, Stanford R., (4) United Service, Honolulu; Eubank, Gerald A., (2) Prudential, New York, N. Y.; Evans, Dick, (2) Mass. Mutual, Los Angeles.

Falkstein, Frank B., (2) Prudential, San Antonio; Farber, Harold D., (2) Security Mutual, Buffalo; Fargason, John H., (4) Great Southern, Houston; Faxon, David P., (4) Aetna, Camden, N. J.; Feinberg, Bernard, (5) Aetna, Newark; Feldman, Ben, (1) New York Life, East Liverpool, O.; Feldman, H. G., (2) Aetna, Pittsburgh; Feldman, Israel C., (2) Equitable Society, Philadelphia; Felkel, F. W., (2) American National, Anderson, S. C.; Fenn, Francis T., Jr., (4) National of Vt., Hartford; Fenzau, Erwin W., (1) Mutual Benefit Life, Chicago; Field, Richard W. A., (5) Standard of Canada, Toronto; Fields, Samuel W., (1) Equitable Society, Philadelphia; Finberg, Z. Willard, (1) Great-West, St. Paul; Fink, Louis J., (1) Conn. Mutual, New York, N. Y.; Finkbliner, A. C. F., Jr., (4) N. W. Mutual, Philadelphia; Finlayson, Duncan J., (2) Standard of Canada, Toronto; Fitch, Jack, (2) North American, Montreal; Fitch, Kenneth C., (1) New York Life, Wichita; Flaster, Irwin M., (2) Conn. Mutual, Newark; Fletcher, Ross, (5) Mutual of Canada, Calgary, Can.; Fluegelman, David B., (2) N. W. Mutual, New York, N. Y.; Foreman, S. Henry, (1) Mutual of N. Y., Chicago; Foster, Mark F., (1) Security Life & Trust, Greensboro, N. C.; Foster, Ralph E., (3) Canada Life, Toronto; Fowler, William L., (3) Lincoln National, Norfolk; Francis, Frank B., (1) N. W. Mutual, Wilmington, Del.; Frank, Louis, (1) Independent, New York, N. Y.; Frank, Raymond W., (2) State Mutual, Chicago; Frankel, Cecil, (2) Equitable Society, Los Angeles; Freed, Irving, (1) New York Life, New York, N. Y.; Freedman, David A., (2) Equitable Society, New York, N. Y.; Freudberg, Leopold V., (1) Mass. Mutual, Washington, D. C.; Fried, George D., (4) Mass. Mutual, New York, N. Y.; Frost, John H., (4) Mutual Benefit Life, Denver; Furman, Frank H., (2) Conn. General, Reading, Pa.; Fuller, Richard G., (4) S. W. Life, Dallas; Fyke, Robert C., (4) Occidental, Los Angeles.

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Labor, (4) N. Y. Washington, D. C.; Portnoy, R. Joyce, (1) Crown Life, St. Louis; Post, C. Lamont, (2) Independent, New York, N. Y.; Powers, Robert K., (3) Mass. Mutual, Spokane; Prentiss, James R., Jr., (1) N. E. Mutual, Chicago; Prettyman, Leigh T., (2) N. W. Mutual, Muskegon, Mich.; Priebe, Arthur F., (2) Penn. Mutual, Rockford, Ill.; Pritchett, A. V., (4) Conn. Mutual, Memphis; Proctor, E. T., Conn. W. Mutual, Nashville; Prussing, Carl D. H., (2) Conn. General, San Francisco; Pugno, Alfred, (2) Mutual of N. Y., Fremont, Mich.; Purdy, Charles E., Jr., (2) Independent, Minneapolis; Purdy, Frank W., (5) Travelers, Seattle.

Quilling, Clarence L., (3) New York Life, Dayton, O.; Quinn, James T., (4) T. Eaton Life, Winnipeg.

Rabinavicius, Henrikas, (1) N. E. Mutual, New York, N. Y.; Ramsey, James F., (2) Conn. Mutual, Chicago; Ramsey, Lloyd, (2) Mutual Benefit Life, Memphis; Ranni, James G., (2) Manhattan Life, New York, N. Y.; Rappaport, Eugene, (2) Pacific Mutual, Chicago; Rawleigh, James N., (4) Mass. Mutual, Chicago; Raymond, Chester G., (2) National of Va., Tacoma; Redfield, E. Benjamin, Jr., (3) N. W. Mutual, Boston; Redpath, Robert U., Jr., (1) Conn. Mutual, New York, N. Y.; Reed, Arthur D., (1) N. W. Mutual, Nashville; Reed, Fred H., (1) Independent, Chicago; Reese, Joseph H., (2) Penn. Mutual, Philadelphia; Regensten, Harold L., (1) Mass. Mutual, New York, N. Y.; Rhoads, John R., (4) Independent, Philadelphia; Rice, Sidney, (2) Fidelity Mutual, Indianapolis; Richardson, Howard J., (1) New York Life, Boston; Richardson, Charles D., (1) N. E. Mutual, Memphis; Richard, John K., (1) N. W. National, Hutchinson, Kan.; Riffenberg, Glenn, (3) Mutual Benefit Life, Three Rivers, Mich.; Riley, A. Everett, (1) New York Life, Kansas City; Ripley, Bert G., Jr., (5) S. W. Life, Wichita Falls, Tex.; Robb, C. Rigdon, (1) N. W. Mutual, Chicago; Robbins, Clarence W., (2) Business Men's Assur., Salem, Ore.; Robbins, Marvin R., (1) Mutual of N. Y., Rocky Mount, N. C.; Robbins, Winston, (2) Equitable of Iowa, Lafayette, Ind.; Robert, G. P., (2) Mass. Mutual, Wheeling, W. Va.; Robert, Harry M., (1) S. W. Life, Dallas; Robertson, Ory N., (2) Mutual of N. Y., Santa Ana, Cal.; Robinson, Duncan S., (2) Canada Life, New York, N. Y.; Robinson, Kenneth V., (3) N. E. Mutual, Waterbury, Conn.; Rogal, Hyman, (2) Reliance Life, Pittsburgh, Pa.; Rogerson, Robert, (4) Penn. Mutual, Lansing, Mich.; Rollinger, Frank G., (2) Independent, Sioux Falls, S. D.; Ross, Samuel D., (2) Continental Assur., New York, N. Y.; Rosch, Charles E., (4) N. W. Mutual, Baltimore; Rose, Harold C., (1) H. C. Rose Co., New York, N. Y.; Rosen, Lester A., (2) Union Central, Memphis; Rosenbaum, Paul, (3) Sun Life, Philadelphia; Rosenheim, Edward W., (2) Penn. Mutual, Chicago; Ross, Walter C., (3) Guardian Life, Milwaukee; Rosser, Mitchell M., (1) Phoenix Mutual, Boston; Rothschild, Leon L., (1) N. W. Mutual, Los Angeles; Routsong, John R., (2) New York Life, Los Angeles; Ruben, Albert C., (1) Mutual Benefit Life, Los Angeles; Rude, Louis G., (2) Mutual Benefit Life, Newark; Ruhl, H. Ben, (1) N. W. Mutual, Detroit; Rumph, Sam H., (4) N. W. Mutual, Atlanta; Russo, Edward, (1) N. W. Mutual, Baltimore; Russon, John M., (4) Mass. Mutual, Los Angeles; Rutledge, Allen, Jr., (2) Lincoln National, Washington, D. C.; Ryan, Francis W., (5) Mass. Mutual, Detroit.

Salas, Francisco J., (4) Pan American, Caracas, Ven.; Salomon, Sidney, Jr., (1) Crown Life, St. Louis; Sammons, E. M., (1) United Fidelity, Dallas; Sanders, Robert, (2) Business Men's Assur., San Diego; Sawyer, Tyler, (2) N. W. Mutual, Milwaukee; Scarborough, W. Franklin, (1) N. E. Mutual, Ridley Park, Pa.; Schaaff, Charles H., (2) Mass. Mutual, Rochester, N. Y.; Scharff, Robert L., (1) N. W. Mutual, St. Louis; Schuetter, H. Karl, (2) N. W. Mutual, Appleton, Wis.; Schultz, Harry R., (1) Mutual of N. Y., Chicago; Schultz, Leroy R., (2) N. W. Mutual, Norristown, Pa.; Schumacher, George H., (2) Mass. Mutual, Cleveland; Schumacher, Sherman O., (1) Provident Mutual, Akron, O.; Schwab, Julian W., (2) Indianapolis Life, Indianapolis; Schwahn, Herbert J., (1) N. W. Mutual, Milwaukee; Schwartz, Leon, (4) Pan American, Miami; Schweitzer, Fritz L., (5) Mutual Benefit Life, Cleveland; Schwinger, Lowell P., (1) N. W. Mutual, Waterloo, Ia.; Scott, Martin L., (2) Equitable Society, Los Angeles; Scott, Thomas M., (2) Penn. Mutual, Philadelphia; Seay, Charles E., (1) S. W. Life, Dallas; Seefurth, Nathaniel H., (1) N. W. Mutual, Chicago; Seigler, Max, (5) Great-West, Montreal; Sekt, Ben H., (1) New York Life, Sioux City, Ia.; Severance, George S., (1) Ohio National, Chicago; Seys, Clifford A., (1) N. W. Mutual, Grand Rapids, Mich.; Shaffo, Wesley S., (2) Mutual of N. Y., Monroe, La.; Shangrow, Alfred J., (3) Sun Life, Seattle; Sheldon, Albert M., (2) Independent, Minneapolis; Sheldon, Roy H., (1) Equitable of Iowa, Los Angeles; Sheldrick, Robert, (3) N. W. Mutual, Newark; Shepherd, Donald, (4) John Hancock, Boston; Sherer, Forrest G., (5) Equitable of Iowa, Terre Haute, Ind.; Sherman, C. Milton, (2) Independent, Toledo; Sherman, Marvin, (2) Equitable Society, Los Angeles; Shoul, Jacob W., (1) Mutual of N. Y., Boston; Siewers, Charles N., (3) Security Life &

Trust, Winston-Salem; Simon, Lawrence E., (1) Mass. Mutual, New York, N. Y.; Simon, Leon Gilbert, (2) Independent, New York, N. Y.; Simon, Roy D., (2) Penn. Mutual, Chicago; Sime, Louis K., (2) New York Life, Los Angeles; Sitomer, Samuel M., (2) Union Central, New York, N. Y.; Slater, Max, (2) Mass. Mutual, Boston; Slaybaugh, Ernest H., (4) N. W. Mutual, Yonkers, N. Y.; Small, Hyman J., (5) United Life & Acci., Worcester, Mass.; Smick, Ben, (3) Central Life Assur., Spokane; Smith, Adon N., II, (2) N. W. Mutual, Charlotte, N. C.; Smith, Alden H., (1) N. W. Mutual, Nashville; Smith, Brooks B., (3) American Investors, Dallas; Smith, Caleb R., (2) Mass. Mutual, Asheville, N. C.; Smith, Clarence E., (4) N. W. Mutual, Chicago; Smith, Frank, (5) New York Life, Lafayette, La.; Smith, James H., Jr., (2) Mass. Mutual, Los Angeles; Smith, Keith S., (1) Franklin Life, Springfield, Ill.; Smith, Stuart E., (2) Conn. General, Farmington, Conn.; Soforenko, Samuel, (2) New York Life, Providence, R. I.; Spahn, Carl P., (1) Equitable of Iowa, Chicago; Spencer, L. A., (1) Equitable Society, Youngstown, O.; Spencer, William T., (2) American National, Lawton, Okla.; Spooner, Daniel, (2) Mutual Benefit Life, New York, N. Y.; Stafford, Frankland F., (2) State Mutual, New York, N. Y.; Stangle, Bryan G., (3) Cal. Western States, Seattle, Wash.; Stanley, Harry W., (2) Equitable of Iowa, Wichita; Stanley, William E., (1) Mutual of N. Y., Wilmington, N. C.; Stark, Loren D., (1) Conn. Mutual, Houston; Stearn, Lewis T., (1) N. W. Mutual, Minneapolis; Stein, Louis R., (1) Home Life, Newark; Steinhilber, George, (5) Fidelity Mutual, Detroit; Steiner, G. Gustav, (1) Aetna, New York, N. Y.; Steiner, Harry, (1) Equitable Society, Chicago; Steinhofner, Charles F., (1) Home Life, New York, N. Y.; Stehman, Samuel C., (1) N. W. Mutual, Chicago; Stephens, Barry B., (1) Mass. Mutual, Los Angeles; Stern, DeWitt A., (1) Independent, New York, N. Y.; Stevens, T. H., (4) American Investors, Dallas; Stever, Ron, (1) Equitable Society, Los Angeles; Stewart, Archibald D., (3) London Life, Ottawa, Can.; Stewart, George W., (1) Penn. Mutual, Pittsburgh; Stockman, Henry C., (1) N. E. Mutual, Newark; Stokes, James M., (1) N. E. Mutual, Philadelphia; Stoltz, Harlin J., (2) N. W. Mutual, Bloomington, Ill.; Stone, Warren, (4) New York Life, Washington, D. C.; Stringer, Roy E., (1) State Mutual, Detroit; Swedler, Edward L., (5) Union Central, Brooklyn; Sweeney, J. E. B., (2) Equitable Society, Charleston, W. Va.; Sweet, Bruce, (2) Berkshire Life, Buffalo; Swenson, S. Roy, (2) Provident Mutual, New York, N. Y.; Taggart, Grant, (1) Calif. Western States, Cowley, Wyo.; Takagi, Douglas J., (2) Occidental of Cal., Honolulu; Talley, Farish F., (2) Acacia Mutual, Atlanta; Teacher, Dix, (2) Kansas City Life, Kansas City; Terberry, G. Gilson, (2) Mutual Benefit Life, New York, N. Y.; Thomas, Falconer, (5) N. W. Mutual, Stockton, Cal.; Thorfinson, Arthur S., (5) Mutual Life of Canada, Wynyard, Can.; Tiffany, W. S., (5) Prudential, Harrisburg, Pa.; Tinnin, F., (2) Occidental of Cal., Albuquerque; Tobias, Clarence E., Jr., (1) Provident Mutual, Norristown, Pa.; Todd, John O., (1) N. W. Mutual, Chicago; Tompkins, Deal H., (1) N. W. Mutual, Charleston, W. Va.; Tracy, Gerard B., (5) Prudential, Jamaica, N. Y.; Trostle, Wayne M., (1) Mass. Mutual, Cleveland; Trubey, Ralph A., (4) Guardian Life, Fargo, N. D.; Tuggle, Glen C., (2) Travelers, Atchison, Kan.; Turner, Selby L., (1) N. E. Mutual, New York, N. Y.; Tuthill, James M., (5) Aetna, Minneapolis; Tuttle, M. Glenn, (1) Lincoln National, Miami; Tuttle, T. Wesley, (1) N. W. Mutual, Milwaukee.

Uebele, Loyd W., (2) N. W. Mutual, Chicago; Underell, Charles J., (4) Occidental of Cal., London, Ont.; Uter, John M., (1) Equitable of Iowa, Seattle; Vail, Malcolm D., (1) N. W. Mutual, Chicago; Van Cleve, Hal, (2) Mass. Mutual, Los Angeles; Van Leuven, Kenneth L., (2) New York Life, Spokane; Van Sant, Franklin A., (3) National Guardian, Madison, Wis.; Veatch, J. Harry, (2) N. W. Mutual, Los Angeles; Veazey, H. Bruce, (2) Indianapolis Life, San Antonio; Venable, George M., (1) N. W. Mutual, Columbus, Ga.; Vybiral, Vic, (4) New York Life, New Orleans.

Walker, Roe, (2) N. W. Mutual, Milwaukee; Wall, Robert G., (1) Union Central, New York; Waller, Charles T., (2) American National, Lawton, Okla.; Walter, Julian D., (1) N. W. Mutual, Chattanooga, Tenn.; Wardlaw, Jack, (1) Provident Mutual, Raleigh, N. C.; Warren, Norman, (3) New York Life, New York; Warshawsky, David, (1) Reliance Life, Cleveland; Wasser, Charles, (2) Equitable Society, New York; Watkins, James E., (1) New York Life, Lake Charles, La.; Watson, Robert E., (1) Occidental of Cal., San Francisco; Watson, Wallace N., (2) Independent, New York; Wayburn, Shirley J. (Mr.), (3) New York Life, Detroit; Weaver, Lester E., (4) New York Life, San Francisco; Webb, Malcolm H., Jr., (4) Life of Va., El Paso; Weber, Gerald F., (3) Conn. General, Los Angeles; Weems, Sam R., (2) Minn. Mutual, McAllen, Tex.; Weil, C. Ralph, (1) N. W. Mutual, Cincinnati; Weil, Sidney, (1) Mutual Benefit Society, Cincinnati; Weinberg, Irving, (4) Conn. General, New York; Weinberg, Shua, (5) Girard Life, Newark; Weisburger, David A., (5) Conn. Mutual, New York; Weisman, Sidney, (1) N. W. Mutual, Detroit; Weiss, Charles H., (2) N. E.

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Why Be "Prospect Poor"?

Says General Agent R. N.*, an Illinois Bankers Life representative in Iowa. R. N., another agent who for several years has used our profitable direct mail medium of procuring commission-earning prospects, recently wrote:

"This prospecting method is tops for getting good, salable leads. My replies average 60 a month and lead me to other good prospects, too. More than half of last month's \$83,500 production was written from these profitable leads. They are especially good in getting new agents started."

*Name on Request

This Illinois Bankers Life agent personally produced more than \$60,000 of new life business, plus a substantial volume of Accident and Health premiums, during the first four months of this year. Two sub-agents wrote \$144,000 during the same period, a large part of it on leads secured by this direct mail medium.

This direct mail service is invaluable to our general agents in attracting and developing new manpower as it provides an immediate and profitable prospect list to newcomers.

EXCELLENT OPPORTUNITIES

For capable, industrious insurance men to develop new business in Michigan, Colorado, Oregon, and Washington.

Other general agency territories available to men who want to build solid agencies under agency-minded Home Office supervision. All correspondence confidential.

O. F. Davis, Vice President
Director of Agencies

Illinois Bankers Life Assurance Company Monmouth, Illinois

Writing all forms of:
Life — Accident & Health — Polio
Hospitalization — Medical Reimbursement
Franchise — Group

★

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SUN LIFE OF CANADA

BRANCH OFFICE AND AGENCY SERVICE
THROUGHOUT THE NORTH AMERICAN CONTINENT

Mutual, New York; Welch, Stewart H., Jr., (4) Protective Life, Birmingham; Welman, Clyde K., (2) National of Vt., Memphis; Wertheimer, Jerry, (1) United Fidelity, Dallas; Whitfield, Charles C., (5) Lincoln National, Washington, D. C.; Whitmoyer, Ralph E., (2) Phoenix Mutual, Detroit; Whitney, Russell C., (2) Conn. Mutual, Chicago; Wickstrand, Herbert L., (4) Mutual of N. Y., Seattle; Widling, Theodore, (2) Provident Mutual, Philadelphia; Willet, Lawrence, (2) N. W. Mutual, Atlanta; Williams, Raymond E., (5) N. W. Mutual, Richmond; Wilson, J. Hawley, (2) Mass. Mutual, Oklahoma City; Winfree, Harry V., Jr., (4) Lincoln National, Quantico, Va.; Winslow, Gordon B., (5) Travelers, Boston; Wirsing, Hans E., (1) Equitable Society, New York; Wohlreich, Abraham J., (4) Crown Life, Newark; Wolkoff, Harry K., (1) N. W. National, St. Paul; Woller, Ervin C., (4) Central Life Assur., Milwaukee; Wood, S. B. Campton, (2) Travelers, Philadelphia; Woodbury, Brown C., (2) New York Life, San Francisco; Woodland, Naaman J., (2) National Equity, Baton Rouge; Woodward, Groff L., (4) N. E. Mutual, Cleveland; Wright, Harry T., (1) Equitable Society, Chicago; Wright, Ray T., (1) Provident Mutual, Lawrence, Kan.; Wuertenbaeher, H. E., (2) Penn Mutual, St. Louis; Wyard, J. Kenneth, (3) John Hancock, Peoria; Wyman, Silas D., (2) Equitable Society, Boston.

Yoffee, Irvin, (1) Continental Assurance, Harrisburg, Pa.; Zals, Bernard H., (4) Conn. Mutual, Burlington, Vt.; Zebbley, Earl, (2) Independent, Philadelphia; Zischke, Herman A., (1) Union Central, Chicago.

Swanstrom V.P. of Counsel Assn.

Gerald M. Swanstrom, general counsel northwestern Mutual Life, was elected vice-president of Assn. of Life Insurance Counsel at the spring meeting to succeed Louis W. Dawson, president of Mutual Life, who recently moved up to the presidency. John Barker, Jr., vice-president and general counsel New England Mutual, takes over Mr. Swanstrom's place on the executive committee.

Gunther Asks Probe of Fraternal's "Red Activities"

HARRISBURG, PA. — A Pennsylvania superior court judge has suggested that the insurance department look into "red activities" of fraternal groups selling insurance in the state.

Judge Blair F. Gunther, chairman of Polish National Alliance, at an all-industry meeting here on recodification of the insurance laws, made the proposal to Commissioner Leslie.

He named the International Workers Order, which he said was a very active fraternal, and accused it of distributing communistic literature with its insurance activities.

Commissioner Leslie indicated the proposal would be taken under consideration.

Irving A. J. Lawres, vice-president of Manhattan Savings Bank, has been elected president of the Savings Banks Life Insurance Council of New York to succeed Alphonse A. LaPorte.

Atomic Rays, Jet Noises Rigidly Curbed

(CONTINUED FROM PAGE 3)

heart charts and urine specimens for home office analysis or combinations of them on larger cases. Its experience showed that they paid their way. Special examinations were not much trouble for this company because most of its large cases came from cities where it had special examiners located.

Underwriting Immigrants

Recent immigrants are still a source of underwriting concern. Inspection reports on these individuals from foreign countries are not very reliable particularly on displaced persons who were forced to live under very unsanitary conditions during the war. Health is also a problem. Some still suffer the effects of their war-time existence.

Some companies restrict the writing of these risks until they have been here for two years or for some set period. There is also a problem in that some of them continue to wander. They do not necessarily remain in the United States. Another factor is the problem of checking on the motives of sponsors financing the newly arrived persons. War brides have not been of any particular underwriting concern.

The mental outlook of some immigrants who are forced to start life in this country on a lower plane than they have been accustomed to may affect them from the risk viewpoint.

Foreign Travelers

Foreign travel of U. S. citizens is a problem because of disturbed conditions in many areas and because of climate hazards. Living in tropical areas presents some extra mortality hazard. Even discounting the return of some to this country because of ill health, the extra hazard of foreign living does not disappear immediately on the return of the policyholder to this country. State department employees are fairly well taken care of from the health viewpoint. The living conditions of the employees of the now great number of American firms doing business abroad vary. They present problems on an individual basis depending on where they are to be stationed and for how long.

FIELD MAN'S VIEW

Suggestions that the home office underwriter cooperate with the field by giving agents full explanations for a declined policy or for underwriting restrictions were made by J. M. Little, Prudential, at the industrial underwriting session, where Wray M. Bell, London Life, was chairman.

He suggested a continual review of questions on applications to eliminate those that have outlived their usefulness and create unnecessary detail work for the agent. The morale of agents would be much better if they received a per-

sonally dictated reply when a policy is declined, he said.

Where some divisions of the field force are responsible for problems, they alone, and not agents generally, should be corrected.

Anything that eliminates red tape is appreciated by the agent, he said. In particular, he hates to see a case go to an agent of another company when his own turned down the risk a few weeks earlier.

Realistic Underwriting

Where there are underwriting requirements on the amount of insurance necessary to be in force on the father's life in relation to the amount on children, he suggested waiving restrictions if the provider is uninsurable but can furnish evidence of being in a satisfactory financial position. He suggested that current underwriting practices should be realistically related to present day habits and morals. Notify the field when delays may occur on the issuing of the policy, he recommended.

He concluded with a plea for prompt reciprocal communication between field and home office with emphasis on complete explanations of actions bearing on the agent's business.

Check of Claims Helpful

During a discussion of cooperative activity between underwriting and claims departments it developed that some underwriters believe that a check of claims can be very helpful to the young underwriter as a sort of review on what he has done, not to fix the blame but rather to correct errors and instruct. These reviews may be particularly useful on early claims or on those with unusual aspects. Some companies prefer not to indicate to junior or younger underwriters the claim results of their cases to prevent them from becoming too cautious. The claims reviews are used in the over-all establishment of policy. Joseph B. Corbett, Colonial Life, was named program chairman for the 1951 meeting.

Lincoln National Ready for Colo. Springs Rally

The first of three regional conventions to be held by Lincoln National Life is scheduled for June 15-17 at Colorado Springs. About 125 men will attend. Other sessions for this year will be at Hot Springs, Va., July 6-8, and at White Sulphur Springs, W. Va., July 24-26. The meetings will feature sales clinics.

The home office contingent at the Colorado meeting includes 19 and is headed by A. J. McAndless, president.

Helfenstein Now G.A.

Verne Helfenstein, manager of the southwest Iowa division of the Omaha office of Northwestern National Life, has been named general agent for southwestern Iowa, with headquarters in Des Moines. Although Des Moines and the immediate vicinity will not be a part of the agency's territory, the office will be located there because of Des Moines' central location in Iowa, and the opportunity for closer contact with the Des Moines agency field service office.

Mr. Helfenstein joined Northwestern National as a district manager in 1938.

Craig Heads Trust Council

Walter A. Craig, State Mutual, is the new president of Philadelphia Life Insurance & Trust Council. Melville E. Ambler, Land Title Bank & Trust Co., is vice-president; Cleo C. West, Prudential, secretary, and Sidney B. Dexter, Land Title Bank & Trust Co., treasurer.

Lawton Directs New Haven Agency for Aetna Life

G. Albert Lawton has been named general agent of Aetna Life at New Haven effective July 1. Mr. Lawton, who is assistant superintendent of agencies at the home office, will succeed L. Kent Babcock, Jr. Mr. Babcock will become associated with W. R. Harper as general agents for the Aetna Life at Philadelphia.

Erhardt G. Schmitt will remain as associate general agent at New Haven. Mr. Lawton was graduated from Notre Dame and joined the Aetna Life's Cleveland agency, becoming supervisor. He went to the home office in 1943 as agency assistant and was appointed field supervisor. In 1949 he was advanced to assistant superintendent of agencies.

A graduate of the L.I.A.M.A. school of agency management, Mr. Lawton received his C.L.U. designation in 1946. He served in the air force.

Penn Mutual Appoints Parkhurst and Turner

Penn Mutual Life has appointed Fredrick L. Parkhurst and W. N. Turner as general agents at Portland, Me., and Dayton, O., respectively. The company has not previously had a general agency at Dayton.

Mr. Parkhurst succeeds A. S. Kilburn, who will continue as a personal producer with the agency. Mr. Parkhurst went into insurance with the Faser agency of Penn Mutual at Boston, soon becoming a supervisor. He is an air force veteran. Urban F. Quirk, assistant vice-president, represented the home office at a dinner tendered Mr. Kilburn and Mr. Parkhurst Thursday.

Mr. Turner was formerly Penn Mutual's district manager at Madison, Wis. He is a navy veteran.

Penn Mutual Regionals Held in East, Midwest

Penn Mutual held a three day regional conference at French Lick Springs for 14 midwest agencies, and a similar conference at Bedford Springs, Pa., for six eastern agencies.

The midwestern meeting opened with a birthday dinner on the 203rd anniversary of Penn Mutual with Ray Patterson, general agent at Indianapolis, presiding and Eric G. Johnson, vice-president, speaking for the home office. Harry G. Wollter, Chicago cashier, put on an entertainment. Guest speakers were Joseph H. Reese, general agent in Philadelphia and Paul Speicher, R&R.

Special Cashiers' Session

Bill Schauer, general agent at Detroit, presided over a special cashiers' session at the midwestern conference. Other speakers were D. Bobb Slattery, vice-president and superintendent of agencies; Willis H. Satterthwaite, company counsel; Larry Stern, St. Louis; Jack Stern, St. Louis; Jack Krause, Grand Rapids, George Saas, and President Malcolm Adam.

Kenneth W. Conrey, general agent at Pittsburgh, and Philip O. Works, general agent at Rochester, N. Y., were chairmen of the eastern meeting. Among the speakers were Wallis Boileau, Jr., second vice-president; Dr. Robert L. Weaver, medical director; Mr. Slattery, and Robert K. Zimmer, Columbus, O. William J. Nenner, Cleveland, was moderator for a marketing panel.

Holds Family Open House

Family open house at the home office of Security Mutual Life of Binghamton attracted nearly 400 employees and guests. More public tours of the offices are anticipated in the future. The company employs more than 150 in its home office and is represented in 14 states by more than 1,500 agents and brokers. It is licensed for business in 19 states and is now seeking license in all 48.

WOODMEN CELEBRATE COMPLETION OF 60 YEARS SERVICE AND GROWTH

Vice President Barkley and others will pay tribute to Woodcraft on a radio program over 80 stations, the night of June 6, celebrating the Society's Sixtieth Anniversary.

In local camp meetings, Woodmen will note with what reverence their Society is regarded by the hundreds of thousands it has protected and rendered fraternal service . . . hear it praised, too, for its many services to public welfare.

WOODMEN OF THE WORLD
LIFE INSURANCE SOCIETY
OMAHA, NEBRASKA

HEARINGS END

VA Concedes High Cost of Its Work

WASHINGTON—The subcommittee on government operations of the House committee on expenditures has concluded its hearings on NSLI and is expected to submit its report in July.

Assistant VA Administrator Breining conceded at the final hearing that the administration of NSLI is costly, but attributed many of NSLI ills to lack of personnel, space and equipment.

"During any period of emergency when manpower was essential, I do not think the present type of system could be operated any more successfully than it was during the last emergency," he said.

He termed the statute providing benefits to dependents of persons dying in line of duty a gratuity and questioned the need for a separate NSLI system to duplicate it.

Rep. Burnside asked if it would not have been better for all concerned during the war, particularly for the one-ninth that was not covered to have had automatic coverage for all.

"Then we would not have had this one-ninth without insurance, the worst risks, and the ones you have had the most trouble with, their families and so forth," he said.

Too Many Systems

Breining said if the government is going to have a gratuity it is wasteful administratively to have several systems. He referred to pension claims, NSLI, and disability payments. He suggested that Congress decide what it wanted to do for the man in the service and then give it to him in one package with one administrative organization. He agreed with Rep. Hardy that this would be less costly than the present system.

Hardy asked if a peacetime insurance program was necessary for men in the military with commercial companies writing policies without war clauses. Breining said this depends on whether Congress wants to have an insurance program or give a gratuity.

He said it would be much more effective if Congress would give gratuities directly rather than through a secondary instrumentality. In that way Congress could control it.

Hardy mentioned that there was the factor of persons who lost insurability because of war service.

Breining-Bolton Colloquy

A colloquy followed between Breining and Rep. Bolton on the NSLI dividend, in which Breining said he regarded the dividend as a true one but that he didn't think it was fair to compare it with that of private companies because the government bears the administrative costs of NSLI. Bolton said "Back in my territory at least there seems to be a feeling that the insurance companies are overcharging because the policyholders are not getting the same returns that the insured do under government insurance." Breining said VA hadn't helped foster that idea.

Breining took issue with Hoover communitatively sound in some of its comments mission statements and said it was not about NSLI. Bolton asked if it did not take one man to handle every 300 or 400 policies in NSLI but that the ratio was one man to 1,800 policies in commercial companies. Breining said the commercial company figures excluded agency persons and branch office personnel and did not take into account the fact that VA gets six remittances a year against about two for the commercial carriers. He said he wasn't criticizing private companies but that it was unfair to VA to compare the two because VA was in a period of emergency at the time and was improving its setup.

Hardy observed that there is inherent in greater centralization of government

a lack of efficiency by comparison with commercial operation.

"Competition itself forces efficiency in commercial operation which is totally missing from any governmental agency," he said. "You do not compete with anybody. Regardless of the caliber of people we have the system does not lend itself to automatic improvement in efficiency."

Breining said if the figures were true in 1948, which he said was not true or accurate, it is not now true.

Hardy, Bolton and Dorsey, the committee counsel, were all critical of VA's cost accounting methods or lack of them later in the hearing.

2,000 in Memorial Parade

Nearly 2,000 veterans now employed with New York Life and Metropolitan Life participated in a parade and memorial services sponsored by the American Legion posts of the companies at New York City. General Robert C. Candee of the air force spoke. Commander Joshua L. Goldberg, chaplain third naval district, delivered the invocation and benediction.

Republic Natl. Managers

Republic National has named Ralph E. Johnston manager at Peoria. He has been 18 years in life insurance and was in the air force.

John M. Brand is now Republic National manager at Houston. He has had experience in selling and supervising. He succeeds Hoyt R. Wofford, who has returned to personal production.

June 27 Day for Leslie

There will be a big, business-wide luncheon for Commissioner Leslie of Pennsylvania at the Ben Franklin hotel in Philadelphia June 27. Lawrence Wentz, agent, is chairman of the committee in charge.

Middle Atlantic Rally

Middle Atlantic Actuarial Club held its spring meeting at Greensboro, N. C., with the president, Thomas N. E. Greville of the federal security agency, presiding, and with 53 in attendance.

Ivan N. Fuqua of the Fuqua insurance agency talked on "Social Insurance vs. The American Way." Robert J. Myers, chief actuary of the social security agency, gave an account of his trip to New Zealand, describing the social insurance program and some of the practices of private companies there.

Ralph E. Edwards, Baltimore Life, led the discussion on methods and procedures in calculations of extended insurance. James M. Woolery, Occidental Life of North Carolina, led the discussion on premium receipts, and James M. Bates, Home Security Life, led the discussion on the liberalization of benefits in juvenile policies.

Temporary Fund \$5 Million

Temporary contributions to the New York non-occupational disability benefits fund totaled \$4,816,352 the first three months. Because of fuller employment, the total for the second three months is expected to be somewhat greater. These contributions are preliminary to the effective date of the law, July 1, and will be used to finance claims arising when the law gets under way and before regular payments have been accumulated. Annual claims will be \$12 million, it is estimated.

The Loewenheim agency of Home Life of New York recently gave a reception for officers of the company. About 80 guests attended and inspected the new quarters into which the agency has moved.

R. Richard Wohl, who is studying "entrepreneurial" history at Harvard for a Ph.D. degree, has joined New England Mutual Life for six weeks on a college-business exchange basis, as part

of a program designed to provide college and university teachers with an opportunity for on-the-spot observation of business.

Unveils Memorial Tablet

At Memorial Day services, President M. A. Linton of Provident Mutual dedicated a new bronze wall tablet in the home office lobby in memory of the nine Provident Mutual persons who lost their lives in the second world war.

Buffalo Elects Directors

Buffalo Life Underwriters has elected as directors John F. Ciolino, Metropolitan Life; Joseph N. Desmon, John Hancock, John A. Latosi, Equitable of Iowa, and Daniel F. Steinwald, New York Life. The directors will elect the new officers.

Dorothy E. Brown was elected president of Connecticut General Club at its annual meeting at the Hartford Club.

Richard F. Roth, Jr., has been appointed assistant manager of the L. B. Lasko agency of Guardian Life in New York City. He entered life insurance in New York City 17 years ago, later going into supervisory and management work in New York City and Westchester county.

Pennsylvania Life Meeting

Pennsylvania L. H. & A. is holding its district managers convention at Miami Beach.

There are 74 managers and officers and supervisory staffs attending.

Commissioner Larson and E. A. Faircloth, deputy commissioner, will attend from the Florida department.

Open Second L. A. Unit

LOS ANGELES—Neal T. Reilly has been selected by Equitable Life of Iowa to open a second general agency, which will be located at 1114 Wilshire boulevard.

Correction on Assn. Election

An item in last week's issue stated that the slate of officers headed by Orrie Olson, North American of Chicago, Fargo, was elected by the North Dakota Life Underwriters Assn. The association actually was the North Dakota A. & H. Underwriters Assn.

Barney Nudel, Connecticut Mutual Life, and Rupert Adams, New England Mutual Life, spoke at a meeting of Los Angeles C.L.U. Chapter.

Convention time

Bankers Life conventions are events that are much planned for and long remembered by members of the Bankers Life field organization for they are arranged and timed to combine all of the best ingredients of a Convention-vacation.

Ninety-two Bankers Life agents, their wives and children, are attending the Bankers Life Company Convention this month which is being held at Tahoe Tavern, Lake Tahoe, California.

We salute these field leaders who have qualified for attendance and welcome them to four days of conventioning at one of America's most famous and most beautiful resort hotels.

BANKERS LIFE
INSURANCE COMPANY
of NEBRASKA
HOME OFFICE • LINCOLN

A.I.A. to Elect June 2

Assn. of Insurance Advertisers will hold its annual meeting in the offices of its counsel, Wendell Berge, at Washington, D. C., June 2. The program includes election of officers and directors and a discussion and analysis of the federal trade commission code.

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RICHMOND • ATLANTA

Archibald Warns on Jumbo Policies

(CONTINUED FROM PAGE 2)

stitution, it is difficult to see how the situation is any different from that of a large corporation that would be training substitutes and it is difficult to justify any more than a very moderate amount of business insurance.

Owner and Beneficiary

In some cases prominent members of a church apply for insurance on their lives, naming the church as owner and beneficiary. The individuals to be insured are selected by the buyer and generally the number of people in any particular case is small. When the church is the owner as well as the beneficiary it is in a position to exercise severe selection against an insurance company. If the mortality for the small group were normal the church would be better off to take contributions in the amount of the premiums direct rather than to purchase insurance policies, since the insurance overhead would be saved.

However, in a small group the results vary widely from the average. At the time of the first death and each subsequent death among the group the owner would appraise the situation and decide to continue the balance of the policies or discontinue all of them by accepting the cash value of those still alive. They might decide to select the cash value on those which were in apparent good health and continue the policies where the insured life was obviously impaired. In that situation it is to the buyer's advantage to have the insured life die rather than survive and there is not a proper insurable interest.

LOAN INSURANCE

When insurance is requested on an outstanding loan the cases must be watched where the loan is not being paid in accordance with the original terms. If the insurance is to cover a loan required because of financial reverses it is generally unsatisfactory because the insured debtor may be under severe physical or mental strain. Where a bank or capitalist advances a sizable loan to small or medium sized corporations they may require that the corporation take term insurance on the life of the president or key officer as additional security.

When this is done, Mr. Archibald suggested that the owner be the corporation rather than the creditor. The borrower's interest would be a decreasing one that would be extinguished in a few years but the corporation may have need for continuing protection. If the borrower is the owner there is nothing to prevent him from continuing the insurance after the loan is repaid, a particularly attractive proposition if the life is then impaired.

Occasionally, he said, applications are submitted for insurance on the life of an individual who is scheduled to receive an inheritance at a definite date in the future if he survives until then. The applicant may have found a bank which will make him a loan on the strength of the inheritance, provided he obtains insurance on his life naming the bank as owner and beneficiary. In other cases the individual endeavors to borrow against his inheritance which he expects from his father, who is still alive.

Generally the application is on the term plan to cover the loan in the event he dies before his father. There should be a contingent insurance policy to cover this situation so that the contract will continue for the life of the father. Term insurance may expire before the father's death. In the few cases of this type that he has seen, Mr. Archibald said he has yet to find an applicant that was entitled to insurance at regular rates. The applicant is almost always severely criticized for his habits, morals or both.

With all companies writing an increased volume of juvenile, another

question of insurable interest arises. Though there is a great loss to the parents there seems to be no reason for providing more than a small death benefit. It would seem, Mr. Archibald said, that the benefits should be the return of the premiums only in the early years if the amount of insurance is more than nominal. The New York insurance law sets a limit on this but in most states there are no such restrictions.

Applications for more than \$5,000 at the very young ages should be scrutinized very carefully, he said, and the father should have at least five times the amount of juvenile when such an amount is requested. He said policies which increase the original face amount from \$1,000 to \$5,000 when the child reaches 21 have much to recommend themselves from the insurable interest standpoint.

Insurance as Gift

Some juvenile applications totaling \$100,000 or more are issued on the lives of babies with wealthy parents or grandparents. Also large applications result where an annual gift up to \$3,000 per year is used to purchase insurance on the lives of small children. This practice seems hard to justify, he said, if even a fraction of the amount is provided as the death benefit in the early years. If they provide for return of premiums only until the child has reached a reasonable age there is probably not so much hazard. However, children of wealthy parents as a class are not the best insurance risks when they reach maturity. He said he was at a loss to justify this practice as sound underwriting even though the insurance is obtained by splitting the line among various companies and the refusal of one company brings severe criticism from the agent.

Companies Shaving Group Casualty Rates Up to 15%

(CONTINUED FROM PAGE 1)

dividends. It is a competitive concomitant of the growing practice in group life insurance of downward deviation in initial rates.

It has been a fairly common practice in the group casualty field to allow a reduction on the group casualty premiums of 10% for groups including 2,000 persons or more, but this is an across the board reduction that does not graduate upward.

The term "close" is most aptly applied to casualty competition, because the variance between companies on rates is quite small, but even the smallest advantages are explored, especially by unions in collective bargaining.

The situation has reached a point where some of the grayer heads in the group field are expressing concern. They say retentions in some cases are impossibly low. They say that the companies in question will either be forced to raise rates or lose money. They express special concern for the company with small volume and large staff which now operates on a shoestring, and may lose even the lace.

There is a general suspicion that some companies are pulling rates out of the air and have substituted sales for underwriting.

New Programming Brochure

American United Life has released to its agents an attractive new programming plan titled "Forecast for Contentment." The material is colorful and combines in a single, compact folder everything that is essential to the complete sales process. Each page constitutes a progressive sales step, the form being so folded that the prospect can look at but one page at a time—thus preventing his getting ahead of the story.

Mears Elected at Life Insurers Meet

(CONTINUED FROM PAGE 1)

agents have "in countless instances been responsible for arousing the first interest in life insurance and have therefore made a real contribution to the development of ordinary insurance," it says.

The booklet is designed to create better understanding of the weekly premium and combination agent, especially among ordinary agents. It emphasizes that the only major difference in weekly premium and ordinary "lies in the people who buy life insurance and their circumstances—not in those who sell it."

New members brought total membership in the conference to 85. Their representatives were introduced by Bascom Baynes, president of Home Security, chairman of the membership committee. They are American United Life, Connecticut General, Guarantee Reserve, Family Security Life, Superior Life, and Philadelphia-United.

Over \$21 billion of insurance in force in conference companies was reported by Martin B. Williams, executive director, compared with \$15,836,739,445 at the close of 1948. Assets totaled \$8,093,425,711 at the close of 1949, a \$1,170,772,668 increase. Other increases are: Premiums \$720,153,414, increase \$178,976,677; policies in force 41,440,588, increase 3,969,790; agents 43,656, increase 6,843; other employees 20,924, increase 2,820. First quarter sales were up 13% over 1949 and industrial life sales were up 14%.

BENSON SPEAKS

There are 6,766 agents of Life Insurers Conference companies who belong to the National Assn. of Life Underwriters. Judd C. Benson, N.A.L.U. president, told the conference. The life agent stands as a dike against the ideologies of government control of individual well-being, Mr. Benson declared.

H. C. E. Johnson, president of Interstate Life & Accident, immediate past president, was toastmaster at the past presidents' banquet. He also served as moderator at a round table forum on members. Participating in the forum were J. T. Acree, Jr., president Lincoln Income Life, who led the discussion on agency turnover; J. R. Anthony, Jr., secretary-treasurer Suwannee Life, industrial premium liens; F. J. Greer, secretary Union National Life, company publications; W. S. Corey, vice-president Provident Indemnity Life, payment of claims by special representatives; W. H. Keck, Jr., vice-president Unity Life, Tenn., manner of figuring net increases; E. B. Stevenson, executive vice-president, National Life & Accident, field-home office communications.

A. J. McAndless, president Lincoln National, who was scheduled to speak on the life company income tax situation, could not be present and his comments were given by R. L. Hogg, executive vice-president American Life Convention.

The 1951 meeting will be held at the Greenbrier, White Sulphur Springs.

House Organ Winners

The winners in their respective classes for the best company agency publications were Union National Life "Record," National Life & Accident "Our Shield," Life of Georgia "Log," Union Life "Ulico" and Commonwealth Life "Comments."

A greeting from Colorado was extended by Gov. Johnson and Commissioner Luke Kavanaugh. Gov. Johnson is a former agent of Penn Mutual.

Ohio State Rally in June

Ohio State Life will hold its annual agency convention June 25-29 at Ponono Manor near Allentown, Pa.

THE 65 BALL

—will your clients be behind it?

With retirement at age 65 almost a certainty to be faced by most of your clients, you will want them to know about the Travelers plan of Life insurance known as *Life Premiums to Age 65*.

For a premium which, at age 35, compares favorably with Ordinary Life, they can provide Life insurance protection when it is most needed and at the same time create reserves for that retirement.

Under the provisions of this contract, premiums are paid only until the policyholder reaches 65. At that time, should income plus Social Security prove inadequate, he may elect to receive either a lump-sum payment equal to the cash value of the policy or a monthly income.

This contract may be supplemented with Travelers Family Income to 65 and other settlement agreement forms.

On the other hand, should protection prove more necessary than cash or monthly income, the policyholder may elect to continue the insurance in force with no further premium payment.

Travelers Life Premiums to Age 65 will prove valuable to you in helping clients solve their insurance and retirement problems.

For further details on this unique plan of Life insurance, consult the nearest Travelers Life office.

THE TRAVELERS INSURANCE COMPANY

Hartford, Connecticut

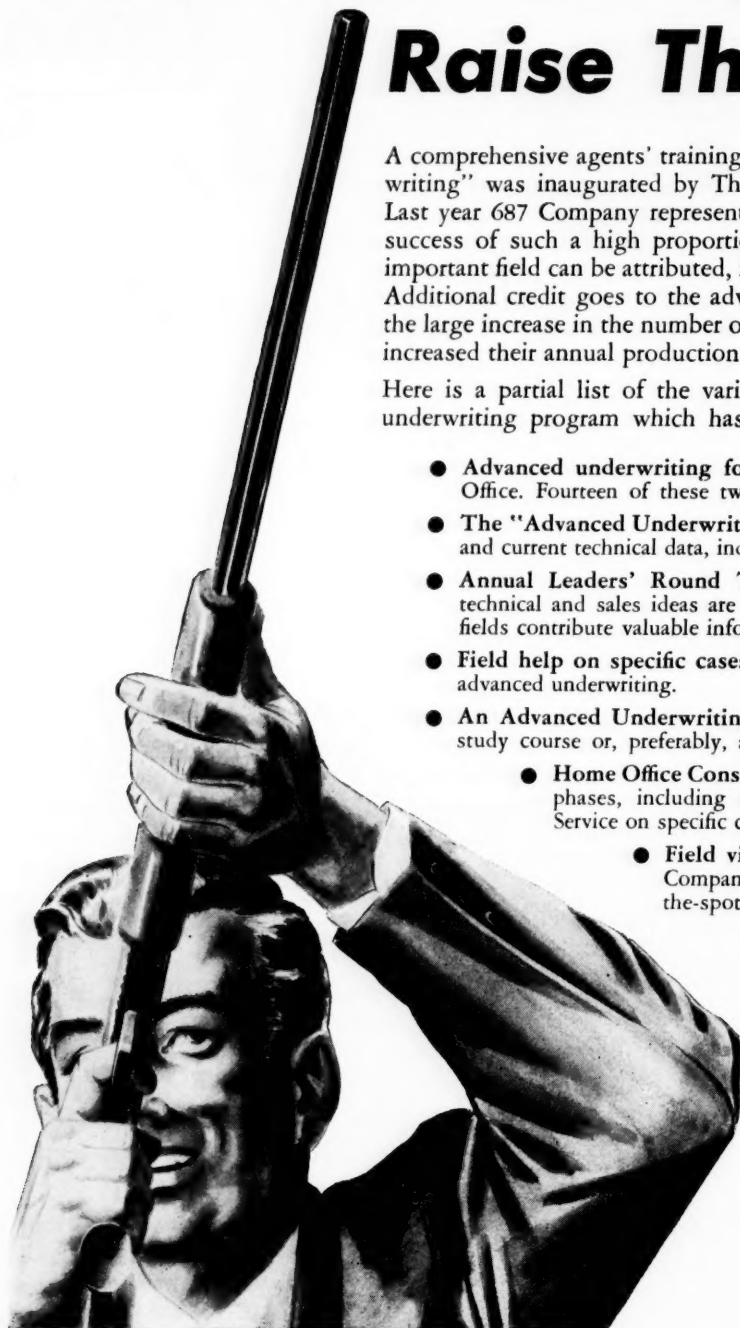
Here's How CM Agents Raise Their Sights!

A comprehensive agents' training program in the field of "advanced underwriting" was inaugurated by The Connecticut Mutual several years ago. Last year 687 Company representatives wrote business insurance, and the success of such a high proportion of the Company's sales force in this important field can be attributed, in large measure, to this training program. Additional credit goes to the advanced underwriting training program for the large increase in the number of Company agents who have substantially increased their annual production.

Here is a partial list of the various phases of the Company's advanced underwriting program which has helped its agents "raise their sights":

- Advanced underwriting forums planned and conducted by the Home Office. Fourteen of these two-day meetings will be held during the year.
- The "Advanced Underwriter", a monthly publication containing valuable and current technical data, indexed for permanent reference.
- Annual Leaders' Round Table. Strictly business meetings at which technical and sales ideas are exchanged. Outstanding figures from other fields contribute valuable information.
- Field help on specific cases by Home Office and regional specialists in advanced underwriting.
- An Advanced Underwriting Course that can be used as an individual study course or, preferably, as a text for an agency group study course.
 - Home Office Consultant Service on legal, tax and other technical phases, including sample agreements, and a special Proposal Service on specific cases.
 - Field visits by Home Office men. These visits give Company agents a further opportunity to obtain "on-the-spot" information and advice.
- Employee Plans Manual, and syndicated services on pension and profit-sharing plans, and on estate planning and use of insurance for tax purposes.
- A wide range of printed material, including direct mail, pre-approach and post-approach folders and brochures and visual interview aids.

By taking advantage of their Company's carefully planned advanced underwriting training program, Connecticut Mutual agents have been able to "raise their sights" — and their incomes.



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